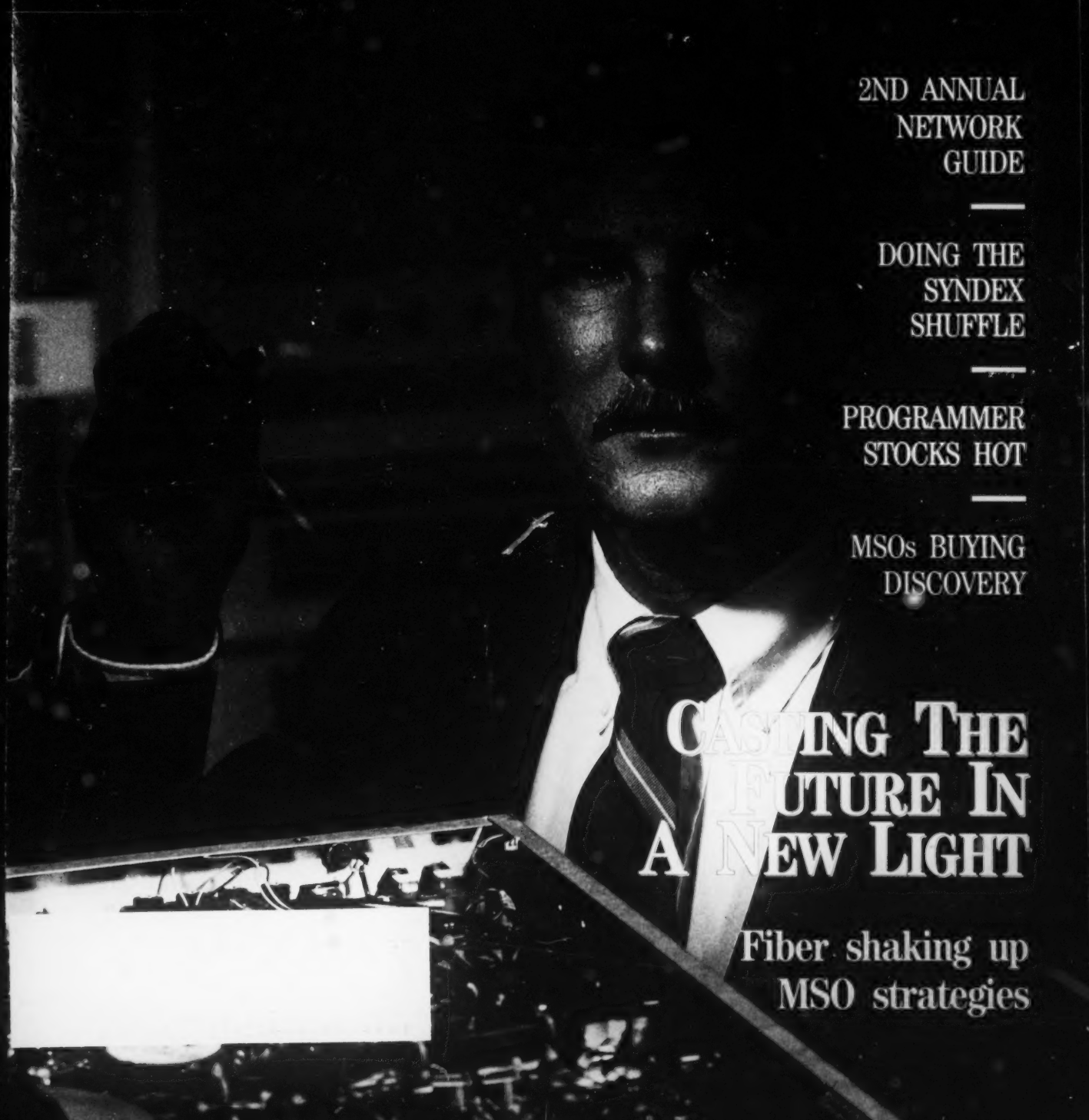
CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

MARCH 13, 1989



2ND ANNUAL NETWORK GUIDE

DOING THE SYNDEX SHUFFLE

PROGRAMMER STOCKS HOT

MSOs BUYING DISCOVERY

CASTING THE FUTURE IN A NEW LIGHT

Fiber shaking up MSO strategies

CableVision

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Lifetime's surprise present

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Black 'em out, he says

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QUARTERLY EARNINGS CHART

Dollar amount in thousands

Company (Quarter/Fiscal Year)	Revenues	%Change	Operating Profit	%Change	Net Income	%Change
Phoenix American (2nd/89)	$ 10,210	33.4	N.A.	N.A.	$ 1,687	34
QVC Network (4th/88)	67,544	48	4,254	32.3	4,254	83.8
Scripps Howard (4th/88)	79,480	14.6	22,358	36.6	8,248	31.4
Times Mirror (4th/88)	925,149	6.9	171,236	7.6	159,862	57.3
Viacom (4th/88)	355,367	34	66,903	105	- 26,051	46.7
Washington Post (4th/88)	370,757	1.6	51,563	-40.6	36,933	-74.4
Zenith Electronics (4th/88)	840,700	18.4	34,600	52.3	20,400	76.9

More than nickels and dimes in the quarter

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COVER PHOTOGRAPH

Jones' Robert Luff, seeing new implications in fiber optics

Photo by Ken Paul

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Free programming for the Final Four

The programming is free, live and for a good cause, factors sufficient to turn many cable operators' heads. It is an unusual two-and-a-half hour live basketball clinic with the likes of NBA great Julius Erving, Karl Malone of the Utah Jazz, North Carolina coach Dean Smith and Denny Crum, coach of Louisville.

It's primary purpose is to teach high school basketball players proper strength and conditioning techniques. Larry Holman, the telecast's executive producer, hopes high school coaches around the country will watch the show over cable systems' LO channels, or wherever operators can place the show.

Holman has picked an opportune time to air the event. It will air live from Seattle at 12:30-3 p.m. EST (9:30-noon PST), just before the NCAA Final Four semifinal games in Seattle on April 1.

Footing the bill for this telecast is Converse, the shoe manufacturer.

Detroit Pistons superstar Isiah Thomas demonstrates a move to the hoop.

"This is a new concept," says Roger Morningstar, assistant vice president of promotion for Converse. "We want this thing to be an event every year." He says many high school coaches and basketball players have made the Final Four day a time when teams have parties while they watch the games—a great opportunity to capture their attention. Converse works with high school coaches to sell their products, and will inform some 24,000 coaches around the country about the event.

Holman says the show will be interlaced with taped pieces on how to train. The show also will be interactive, with a 1-900 number installed for high school players and coaches to call. In addition, program guides will be mailed to coaches. Part of that guide will be a response page where more basketball queries can be requested.

Converse is moving into this area to help high school athletes train properly, without using artifical means such as steroids. At the same time, "Our bottom line is to sell shoes," says Morningstar. As such, Converse will supply the on-air talent with Converse clothing and equipment. The company also will use one 30-second spot for its own image advertising, with six minutes for cable operators to use.

This year Morningstar is hoping to attract many more systems. "We did it last June with six weeks lead time, just as an experiment. It went over so well, and the response was so positive that we thought if we have a year to prepare for this with top-name coaches, and have our sales force promote it through the (high school) coaches and cable companies, we'll generate some interest."

"This concept is very easy," says Holman. "There are no restrictions. You can rebroadcast it. You can edit it. You can do anything you want with it." The show will be available via Westar 4 and G Star I.

—Wayne Friedman

Top Basic Cable Sports Programs February 20-February 26

	Date	Net	Program	Rating	Homes
1.	Feb. 20	ESPN	B'ball: Villanova-Pittsburgh	2.4	1,202,000
2.	Feb. 21	ESPN	Top Rank Boxing	2.4	1,202,000
3.	Feb. 22	ESPN	B'ball: Kansas State-Oklahoma	2.4	1,202,000
4.	Feb. 23	ESPN	B'ball: N.C. State-Duke	2.4	1,202,000
5.	Feb. 25	ESPN	SportsCenter	2.4	1,202,000
6.	Feb. 21	WTBS	NBA: Boston-Seattle	2.4	1,145,000
7.	Feb. 20	ESPN	B'ball: Purdue-Illinois	2.3	1,152,000
8.	Feb. 25	ESPN	B'ball: Georgetown-St. John's	2.3	1,152,000
9.	Feb. 21	ESPN	Truck & Tractor Pull	2.0	1,002,000
10.	Feb. 24	WTBS	NBA: Utah-Denver	1.9	929,000

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Is pay marketing working too well?

Operators riding a tiger. 32
As MSOs increasingly take advantage of marketing and promotional campaigns by the pay networks, they are seeing their numbers climb rapidly, but some system managers worry that steep price discounts that are at the heart of many of the time-lock campaigns are eroding the price/value relationship of basic service.

Pay's marketers sense a new frontier

A focus on year-round campaigns. 40
Now that pay networks like HBO and Showtime have mastered the subtle art of direct mail and have learned to allow operators to customize national promotions for maximum local advantage, the game may soon evolve still further. Look for more image advertising that will help build brand awareness and fewer three-month free trial offers.

About the Guide

Knowing that Rolodexes do tend to get out of date, *CableVision* last year compiled the first complete reference work listing all pertinent information about every cable network and program supplier. This year we again deliver the same wall-to-wall information for use by operators, vendors, program suppliers and ad agency buyers.

Signalling an increasing emphasis on longer-term marketing

Fighting a big problem with churn

A Year Of Pay Growth

Service	February 1988 Affiliates	February 1988 Subscribers	February 1989 Affiliates	February 1989 Subscribers	% Sub Increase
American Exxstasy	35	25,000	35	27,000	7
Cinemax	3,650	5,100,000	3,650	6,600,000	22
The Disney Channel	4,300	3,810,000	5,000	4,337,300	12
Home Box Office	6,700	15,900,000	7,400	17,000,000	6
The Movie Channel	3,250	2,600,000	3,250	2,700,000	3
The Playboy Channel	600	520,000	526	470,000	-9
Showtime	3,300	5,700,000	6,000	6,600,000	13

Look how their gardens grow

COVER PHOTOGRAPH

Savvy marketers like Showtime's Matt Blank and others are driving the pay category to unexpected success.

Photo by Lou Manna

Pay marketing works —perhaps too well

By Craig Kuhl

Operators worry that savvy subs are holding back for next promotion

As the pay networks intensify their increasingly successful marketing campaigns through "time-locked" promotions, cable operators face an interesting dilemma: how to use the intensive pay promotions to maximum advantage without losing sight of the prime objective of gaining new basic subscribers.

For the operator, the flood of pay promotions is a mixed blessing. They offer systems a cost-effective—almost free—method of promoting the pay networks, but at the same time many fear that the campaigns, usually based on discounted pricing, endanger the price/value integrity of basic service. In this environment, systems are fast becoming only as good as their last promotion, and some believe a cannibalization of basic is inevitable.

In most cases, MSOs welcome the influx of pay promotions with their wealth of detailed marketing support. Many larger MSOs are encouraging system managers to tie pay promotions to local marketing efforts, riding the pay campaigns, which already use local media, to create two or three "big bangs" a year.

'We've had a big problem with churn. We'll bring on a new HBO sub, but the customer will drop another pay channel. We need to upgrade to dual and triple pays and shorten the time-locks because they reduce the value of the product at the expense of another service.'

—Marjorie Masters, director of marketing, Falcon Cable

Some operators, though, say they fear that subscriber attention is being focused on price discounts, often for two months or more, with potential customers holding back in anticipation of the next promotion. Says Darlene Fedun, vice president of marketing at Cablevision Industries, "It resembles the silver market, or airline discounts. Nobody pays full price anymore because they are discounted so much. If we continue to cheapen the product, at least from a public's perception, nobody will want it. People will become numb towards promotions."

But the low cost of the many off-the-shelf pay promotions quickens the pulse of even the most skeptical of operators, particularly at the smaller MSOs. "We really follow their lead," says Vince King, president of

'I've seen the best promotions the past six months from the pays, and it's probably due to the competition. Of the people who took a pay service for three months, 80 percent retained the service.

—Vince King, president of ACI, Nashville

ACI, a small MSO in Nashville. "I've seen the best promotions the past six months from the pays, and it's probably due to the competition. If they continue doing this well, pay penetration will continue to increase."

King employs the major pay promotions and has no quarrel with 90-day trial periods, because he says that is the minimum time in which to capture, and keep, a subscriber. "We do as much localization as possible around a major pay promotion and cannibalize as much as possible. Of the people who took a pay service for three months, 80 percent retained the service." King's hunch is that the first month of pay service is unique to a subscriber; in the second month the subscriber reverts to old viewing habits, while in the third month he will develop new viewing habits heavily skewed to cable. "We've got to market our product using innovation and the pay programmer's skills. We know we're probably giving away a half-month too much with our 90-day promotions, but it will keep the customer for at least a year."

The question arises as to what help the basic channels can lend in these marketing pushes. "The problem is that people get basic and don't know what's on it," says Fedun. "There seems to be a lack of cooperative resources among the basic channels, and I don't see suppliers getting together beyond National Cable Month, which is successful in gaining new subs. Many basic programmers will participate in promotions, but they all do it separately. We need basic program suppliers to agree on one strategy—such as time-lock promotions—to achieve cable's goal of generating new subscribers."

The discrepancy between the number and quality of off-the-shelf pay promotions and those by the basics offered to operators is significant, yet a caveat exists with the sheer number of pay promotions, according to Dean Gilbert, vice president of marketing at KBLCOM. "It's difficult for operators to turn down promotional offers from the pays, but it would be a big mistake to do three or four price promotions a year. You're playing a share-shifting game. The pay suppliers are important, but operators have a responsibility to build their brands and not become subject to overeliance on pay product promotions," he cautions.

Gilbert echoes other operators' concerns about the perceived value of the product by suggesting that "there is an alarming rate of decline in the perceived value of cable" due to the shotgun marketing approach by many operators and the wealth of available pay service promotions and price discounts.

Marjorie Masters, director of marketing at Falcon Cable, suggests the answer may be in upgrades. "We've had a big problem with churn. We'll bring on a new HBO sub, but the customer will drop another pay channel. We need to upgrade to dual and triple pays and shorten the time-locks because they reduce the value of the product at the expense of another service."

The integration of local marketing campaigns—which can include everything from local advertising to special events—with the increasingly sophisticated promotional offers from the pays has become crucial to systems nationwide.

A growing number of operators and industry leaders have expressed the fear that cable's image in local communities is regressing, and that a more personalized, caring attitude is needed to restore the consumer's faith in cable as a local employer and good corporate citizen. Most operators agree, including Westmarc Director of Marketing Colleen Abdoulah. "Time-lock promotions work, but they must be integrated with local campaigns to give the local cable system a certain look." Abdoulah points to a recent Disney promotion which proved successful with an 18 percent retention rate. "We reduced the package price from $10.95 to $6.95 and it was very successful." But she also notes that through the training of CSRs and technicians, a more consumer-friendly atmosphere exists, and is paying off. "They're saying to the customer, 'what do you like to

watch' then matching that with the available cable packages."

The public's perception of the pays, according to many operators, has improved the past year, making the operators' decision as to which time-lock promotions to use even tougher. Carolyn Lineback, director of marketing for 17 TCI-owned systems in Montana, says the reason is because the pays are helping to localize their campaigns, and beginning to understand the value of home-town marketing. "People are realizing the value of the pays and local tie-ins with their promotions," Lineback says. "We can do lots around a pay promotion. For instance, we followed a pay promo with a 'cabin fever special' using a corporate promotion. We have lots of autonomy to localize our marketing efforts," Lineback says. "If we can get pays into the home, we can keep about 50 percent of the subs."

Lineback, however, exemplifies the common problem among many small to mid-size systems—a lack of resources—meaning "we just don't have the luxury of increasing our number of promotions during time locks."

The increased sensitivity by the pay networks toward local promotions and time-locks has been a major reason for the pays' recent success, according to many operators and MSO executives, including Comcast Vice President of Marketing and Sales Richard Sperry. "The fact that pay suppliers offer inexpensive, but extensive, campaigns has allowed systems to co-op and divert more funds to local promotions. Plus, the marketing people at the system level are more inventive with time-locks." However, Sperry cautions against overselling the product. "If it (pay channel) is oversold, it is down-

Continued on page 48

A YEAR OF PAY GROWTH

	February 1988		February 1989		
Service	**Affiliates**	**Subscribers**	**Affiliates**	**Subscribers**	**% Sub Increase**
American Exxxtasy	35	25,000	35	27,000	7
Cinemax	3,650	5,100,000	3,650	6,600,000	22
The Disney Channel	4,300	3,810,000	5,000	4,337,300	12
Home Box Office	6,700	15,900,000	7,400	17,000,000	6
The Movie Channel	3,250	2,600,000	3,250	2,700,000	3
The Playboy Channel	600	520,000	526	470,000	-9
Showtime	3,200	5,700,000	6,000	6,600,000	13

A YEAR OF BASIC GROWTH

	February 1988		February 1989		
Service	**Affiliates**	**Subscribers**	**Affiliates**	**Subscribers**	**% Sub Increase**
ACTS Satellite Network	351	6,300,000	387	9,000,000	30
Alternate View Network	243	3,000,000	250	4,000,000	25
A&E Cable Network	2,500	30,000,000	3,000	38,000,000	21
Black Entertainment TV	1,000	18,000,000	1,800	21,197,000	15
Cable News Network	11,738	42,528,000	11,860	49,565,000	14
Cable Value Network	1,500	18,400,000	1,850	21,000,000	12
CBN Family Channel	7,817	37,212,000	8,303	43,769,000	14
C-SPAN	2,750	33,000,000	3,100	41,500,000	19
C-SPAN II	475	12,500,000	3,100	16,500,000	24
Country Music TV	568	6,800,000	862	8,000,000	15
The Discovery Channel	2,700	27,494,000	4,643	37,627,000	26
Eco	300	1,000,000	300	1,000,000	0
ESPN	N.A.	46,100,000	9,500	50,132,000	8
Eternal Word TV Network	387	7,100,000	490	10,800,000	34
FamilyNet	39	1,049,218	54	1,200,000	12
The Fashion Channel	600	8,700,000	650	10,100,000	13
Financial News Network	1,770	27,300,000	3,500	33,000,000	17
FNN/Score	1,150	19,800,000	1,600	19,800,000	0
FNN/TelShop	850	11,000,000	1,350	14,800,000	25
Headline News	3,608	28,352,000	3,410	34,911,000	18
Home Shopping Network	1,108	15,200,000	1,438	16,415,712	7
Home Shopping Network II	260	5,800,000	357	6,169,357	5
Inspirational Network	1,050	10,500,000	920	9,500,000	-9
The Learning Channel	930	11,000,000	990	15,100,000	27
Lifetime	3,500	35,440,000	3,800	41,728,000	15
Mind Extension University	663	1,300,000	84	2,200,000	40
Movietime	60	4,000,000	342	11,500,000	65
MTV	4,590	39,400,000	5,220	44,433,000	11
The Nashville Network	6,330	37,000,000	7,741	43,211,000	14
Nickelodeon	5,670	37,900,000	6,485	43,679,000	13
Nick At Nite	3,175	32,500,000	3,395	39,600,000	17
The Nostalgia Channel	185	2,500,000	305	4,000,000	37
QVC Network	810	11,200,000	1,033	14,000,000	20
Shop TV Network	60	3,000,000	119	5,100,000	41
Silent Network	380	10,000,000	404	12,300,000	18
Superstation TBS	N.A.	42,528,000	9,246	47,943,000	11
The Travel Channel	220	7,000,000	400	11,000,000	36
Trinity Broadcasting Network	523	7,037,000	725	9,100,000	22
USA Network	9,200	41,000,000	10,100	46,433,000	11
VH-1	1,715	24,700,000	2,300	30,000,000	17
The Weather Channel	3,100	31,600,000	3,600	37,101,000	14
WGN-TV	10,809	23,888,216	11,415	24,900,000	4
WPIX-TV	617	8,875,212	858	9,678,474	8
WWOR-TV	2,293	9,657,482	2,600	12,500,000	22
Bonus/basic services					
American Movie Classics	1,300	9,000,000	1,500	14,500,000	37
Bravo	350	1,000,000	350	1,500,000	33

Pay marketers put pedal to the metal

By Wayne Friedman

Showtime's Matt Blank

Now that direct mail, special promotions for installations and free previews are the norm for HBO, Showtime and The Disney Channel in their seasonal marketing drives, pay services are positioning themselves for the next level of consumer marketing. Some executives say that will be to wean customers off expensive discount offers during seasonal campaigns in favor of smoother, year-round marketing drives. But other marketers want to stay the course, increasing the pace and intensity of their promotions.

There's also a good argument for leaving well enough alone. For the second year in a row, the pay category as a whole has grown by surprising leaps. HBO ended 1988 up seven percent to 17 million homes; Showtime soared 16 percent to 6.6 million; Cinemax grew by 17 percent to 6.0 million; The Disney Channel rose 14 percent to 4.3 million; while The Movie Channel gained eight percent to 2.7 million. It's hard to argue with that success.

While it's true that the means seem to justify the ends, these gains have come at a price. The one-, two-, or three-month free promotions may have attracted the wrong type of customers for the wrong reasons. "(Subscribers) are buying the deal, not the service," says Mike Hale, vice president of marketing for The Playboy Channel.

That's why HBO and Showtime cut back on the free offers to customers during 1988. "In the past year, we have backed off a little bit. We have qualified consumers in giving them half-price offers," says Matt Blank, executive vice president of marketing, creative services and public relations for Showtime Networks. The company thinks this will weed out those that will take anything for free, allowing Showtime to focus on those subscribers who are interested, on some level, with the service. HBO similarly has cut back on half-price initial offers for non-subscribers.

All this activity means a slight and subtle shift of marketing for pay television. John Billock, senior vice president of marketing for HBO, says now that the industry is mastering the art of direct mail and other marketing tools, "we have to move into the second phase."

That means a streamlined advertising campaign across HBO's three seasonal drives in the winter, spring and fall, in order to tell current subscribers what they have and to heighten interest by non-subscribers. "We are going to be stepping up image advertising.... We have got to grow the category. In a year or two you'll see increasing emphasis on a longer-term marketing approach," says Billock.

Image advertising means not offering HBO at a sale price (in reference to the discounts), but rather telling the subscriber and the non-subscriber what HBO is all about. Starting this April, HBO will be testing its image advertising across 20 percent of U.S. households, primarily using national spot television on over-the-air stations.

"We are not talking about getting away from retail promotional marketing. What we are talking about is a much more sustaining level of value of advertising which is necessary for the category at large," says Billock. Part of this logic for overlaying a longer-term message to consumers, says Billock, is to create a stable environment. Primarily, it's to whittle down the 3 percen to 4 percent churn rate that historically has plagued pay TV marketers.

Blank doesn't see the current marketing campaigns by the pays as the prime reason to cut down on churn because he and others feel

'We are going to be stepping up image advertising...We have got to grow the category. In a year or two you'll see increasing emphasis on a longer-term marketing approach.'

—HBO's John Billock

that churn always will be with the pay category to some extent, especially when the industry is growing. When pay was slumping a few years ago, he recalls, the disconnect rate was in the low 3 percent a month range. But at the same time the install rate also was comparably low. There is a linear relationship here, says Blank: "If your install rate goes up, your disconnect rate goes up.... One of the costs of growth is more turnover."

Blank says operators shouldn't be too troubled by higher pay disconnect rates that follow the sub increases generated by free promotions. "These transactions cost money, but that's the nature of the game. It's almost definitive for the business that we are in. You know if you don't promote you don't grow. And when you do promote you seem to grow pretty dramatically, and year-to-year pretty dramatically."

With the pay universe churning roughly 45 percent to 50 percent of subscribers every year—but still growing overall year-to-year—Blank says that the industry should get accustomed to this "regeneration" factor that is inherent in the business, and focus on the net growth.

Blank offers this example. If no marketing were done for a 1 million sub pay network, a 50 percent turnover rate would mean the network would drop to 500,000. But in reality that doesn't happen. This hypothetical service might actually lose 10 percent to 900,000. While operators often say a dangerously large number of subscribers churn out, that's rarely the case. "There's a higher rate of disconnects after campaigns," Blank says, "but they churn back in also because year-to-year (networks) keep growing. And if all these people churned out, you'd be reading that pay was down and basic was down."

With some level of marketing, however, a pay service of 10 million subscribers growing 10 percent a year, or 1 million subscribers, would lose half that gain the next year. But there's still permanent growth from this gain to build on. "Each year as you grow, you create additional little bases on growth that keep regenerating. And that's the dynamic that people never put into their analysis of turnover per cost of sales. There is a momentum in the subscriber universe," says Blank.

The Disney Channel likewise knows the value of promotion discounts and free previews and their importance to yearly sub growth. It plans to continue these efforts and, in the case of free previews, increase their frequency. Last year Disney offered three months for the price of one, notes John Cooke, TDC president. That tactic plus viewer acceptance of first-run programming on the channel were the reasons for the growth, he says. Cooke believes TDC was the first network to offer free weekend previews, as well as the three months for the price of one offer.

"We are in the subscription business and without sampling you don't grow," says Cooke, who can't emphasize enough the importance of letting nonsubscribers try out programming. On the question of getting customers hooked on freebies, Cooke says, these deep discount offers are done carefully. "We believe in the integrity of our wholesale and retail rate. We really don't believe in long-term compromising of our pricing." As a result, Cooke

says, the average retail price of The Disney Channel barely dropped more than 10 cents on average in 1988 versus 1987. Disney's average retail price was between $7-$8 a month.

Because it also believes in a more non-seasonal marketing strategy, The Disney Channel has been increasing its promotional efforts in January and February. This is in addition to Disney's usual strong marketing pushes in late November and December, and again in May and June.

Michael Jackson's *Moonwalker* reaches Showtime Apr. 15

In launching Night Life, the new, softer version of The Playboy Channel, marketing chief Mike Hale says a direct mail pitch will take place a minimum of three times a year. But that's not the important ingredient. "The trick is how you keep activity going in the marketplace with marketing and public relations because people use television every day," says Hale.

In contrast to the broader services such as HBO, Showtime and Disney, Night Life will be marketed to a select audience. As far as promotions go, Hale believes in possibly instituting a 15- to 30-day money back guarantee. He says there is evidence from one system which employed this tactic and cut down the disconnnect rate to one percent a month. A fall relaunch is planned for Night Life.

All this activity in pay marketing and the resultant rise in the number of subscribers not only gives the industry more confidence to intensify its marketing efforts, but it also emboldens those who are dreaming up new pay channels.

Ron Harris, chairman of Maximum Entertainment Network (MEN), says this environment will help the growth of his proposed network, but he says that's not the key for a pay startup. Programming geared to a narrower audience is the real crux of building pay for the future. MEN will concentrate on what its acronym espouses, the adult male demographic ages 35-54.

Harris thinks he can edge into this still tough, but growing, marketplace from a dead start for a number of reasons. One is cost. Programming expenses will only amount to $1.7 million a month for 12 shows that will run alternately during a 6 p.m. to 2 a.m. time period. MEN is scheduled to launch at the end of 1989. His subscriber goals are modest ones: 50,000 in the first year; 168,000 in the second, 375,000 in the third; 840,000 in the fourth.

If history means anything in the pay category, a strong marketing and advertising effort full of free-month trial offers and discount installations will be needed, he added.

This is where the pay business is these days. For established pay channels basking in the glow of suprisingly strong, steady growth—after years of some trouble—HBO's Billock sends out a warning that the industry needs to move on, not to be trapped by its successes: "If you live and die by deep discounting, over time you are going to lose your franchise." ■

● The following personnel notes were received after our Program Network Guide went to press: At Home Sports Entertainment, Hal Kemp is operations director, Joe Gagliardi is affiliate sales director and Ted Rudolph is ad sales director. HSE should be noted as a basic regional service. Also, Tom Comerford has become sales director with Sunshine Network.

CABLE PENETRATION COMPARISON

	Total TV households	Homes passed	Cable TV households	Cable % of TV households
A.C. Nielsen				
2/88	88,600,000	N.A.	45,480,100	51.1%
2/89	90,400,000	N.A.	49,537,730	54.8%
Arbitron				
2/88	88,812,800	N.A.	44,911,200	50.6%
11/88	90,000,100	N.A.	46,627,100	52.5%
Paul Kagan Associates				
1/88	88,700,000	73,400,000	42,900,000	48.3%
1/89	89,800,000	76,900,000	45,900,000	51.1%

Nielsen figures include Alaska & Hawaii

Cable Network Ad Performance

Dec. 1988 billings	Dec. 1987 billings	Year-to-year dollar change	Year-to-year percent change
$72,706,682	$50,381,172	$22,325,	30.7%

Top 10 cable net sponsors/Dec. 1988

1.	Procter & Gamble	$3,087,754	6.	RJR Nabisco	$1,437,050
2.	Time Inc.	3,076,005	7.	Ralston Purina	1,081,178
3.	Anheuser-Busch	1,885,493	8.	Thompson Medical	913,532
4.	General Mills	1,817,744	9.	Sears	911,387
5.	Philip Morris	1,458,930	10.	Unilever	863,205

Top 10 cable net sponsors/4th Quarter 1988

1.	Procter & Gamble	$8,485,045	6.	Philip Morris	$4,257,401
2.	Time Inc.	8,026,496	7.	General Motors	4,205,537
3.	Anheuser-Busch	6,611,476	8.	Levi Strauss	3,134,590
4.	General Mills	6,312,688	9.	Chrysler	2,700,871
5.	RJR Nabisco	4,753,834	10.	Ralston Purina	2,508,833

Source: Broadcast Advertising Reports data; figures represent combined billings of CBN, CNN, ESPN, MTV, USA and Superstation TBS

	4th Qtr. 1988 billings	4th Qtr. 1987 billings	Year-to-year dollar change	Year-to-year percent change
CBN	$20,599,293	$16,292,732	$ 4,306,561	20.9%
CNN	33,460,328	25,902,483	7,557,845	22.5%
ESPN	56,450,570	42,527,282	13,923,289	24.6%
MTV	24,802,633	18,861,290	5,941,343	23.9%
TBS	62,304,946	42,939,328	19,365,618	31.0%
USA	35,861,583	22,781,647	13,079,936	36.4%

Source: Boradcast Advertising Reports data

Subscriber Universe Estimates

	Total TV households	Cable TV households	Homes passed	Cable percent of TV households
A.C. Nielsen	90,400,000	49,500,000	N.A.	54.8%
Arbitron	90,000,100	46,62,100	N.A.	52.5%
Paul Kagan Associates	89,000,000	45,900,000	76,900,000	51.1%

Subscriber numbers as of Feb. 1989
Nielsen figures include Alaska & Hawaii

TOP-RATED BASIC NETWORK SERIES/FOURTH QUARTER '88

	Program	Rating	Households
A&E*			
1.	Victory At Sea	1.5	544,000
2.	20th Century	1.3	471,000
3.	Churchill Years	1.1	399,000
4.	Biography	1.1	399,000
5.	Journeys	1.0	363,000
CBN			
1.	Bonanza (Sunday	2.8	1,185,000
2.	Bonanza (Saturday)	2.6	1,148,000
3.	Gunsmoke (Saturday)	2.5	1,070,000
4.	Big Valley (Saturday)	2.4	1,050,000
5.	Big Valley (Sunday)	2.3	1,012,000
CNN			
1.	Larry King Live	1.4	665,000
2.	Healthweek	1.2	600,000
3.	News Update (Sat. 9AM)	1.2	583,000
4.	Science & Technology Week	1.2	583,000
5.	News Update (Sat. 10AM)	1.2	583,000
The Discovery Channel			
1.	Beyond 2000	1.0	361,000
2.	Safari	1.0	350,000
3.	Natural World	0.9	333,000
4.	New Animal World	0.8	299,000
5.	Profiles of Nature	0.8	292,00
ESPN			
1.	NFL	9.3	4,640,000
2.	College Football-Primetime	3.5	1,747,000
3.	College Football-Afternoon	2.8	1,403,000
4.	NFL Primetime	2.7	1,353,000
5.	NFL Gameday	2.4	1,202,000
Lifetime			
1.	MacGruder & Loud	1.5	585,000
2.	Saturday 5 P.M. Movie	1.3	567,000
3.	Easy Street (Saturday)	1.2	501,000
4.	Saturday 7 P.M. Movie	1.2	496,000
5.	Lady Blue (Saturday)	1.1	496,000
The Nashville Network			
1.	Country Kitchen (Saturday)	2.4	1,048,000
2.	Inside Winston Cup	2.2	962,000
3.	MotoWorld	2.2	948,000
4.	Nashville Now	2.1	948,000
5.	Grand Ole Opry Live	2.1	890,000
USA Network			
1.	All American Wrestling	2.7	1,263,000
2.	Prime Time Wrestling	2.7	1,240,000
3.	Murder, She Wrote	2.7	1,234,000
4.	Miami Vice	2.5	1,158,000
5.	She-Ra	2.5	1,183,000
WTBS			
1.	Award Theater (Sunday AM)	3.4	1,622,000
2.	Andy Griffith (Sunday)	2.9	1,364,000
3.	Prime Movie I (M-F)	2.8	1,299,000
4.	Sunday Afternoon Movie	2.7	1,285,000
5.	Flintstones (Sunday)	2.6	1,248,000

All ratings from Nielsen's Homevideo Index.
*Program ratings are gross rating points, the sum of multiple daily telecasts.
MTV Networks would not provide ratings or show information for its basic services.

Continued from page 36

graded and you end up treading water. We shouldn't oversell the product."

Dan Basnight, director of marketing at Telecable Corp., agrees. "When HBO is on sale for $4.95 nine months out of the year, the perceived value of that service is reduced and people's perception of the value of that product equates to about five or six dollars."

MSOs express a real and growing concern that pay marketing campaigns will become even more intensive and de-value basic service. Yet the pays make it difficult to say no to their marketing packages, which they produce and mail, while offering operators an incentive to contract for an entire one-year campaign. "If you commit to their time-lock promotions, they'll increase their media weight, and many times will include basic connection promotions, too. All this for the cost of postage," says an awed Lineback.

That scenario is what worries many MSOs. "Despite some pay services saying they're interested in basic attention, they really aren't," complains Dale Parker, senior vice president of marketing and programming for Heritage Communications. "We are able to modify somewhat the shelf programs from pays, but for the most part we have to take what's laid down. We watch that very closely and include basic materials as an integral part of the offer."

Ted Livingston, senior vice president of marketing for Continental Cablevision, suggests that although time-locks are important to operators, they are only effective "if they are media intensive and designed to get new pay units. If they are too offer-intensive and discounted, the basics just don't get the attention they should. I'd rather see a more even-handed approach." ■

Pay-Per-View Supply Chart

March	Source
A Fish Called Wanda	MGM/UA
MPAA Rating: R Running Time: 109 mins.	
Cast: Jamie Lee Curtis, John Cleese, Kevin Kline	
A Handful Of Dust	Avalon
MPAA Rating: PG Running Time: 119 mins.	
Cast: Alec Guinness, Kristin Scott Thomas, Anjelica Huston	
Bagdad Cafe	Island
MPAA Rating: PG Running Time: 92 mins.	
Cast: Jack Palance, Marianne Sagebrecht	
Body Beat	Avalon
MPAA Rating: PG Running Time: 96 mins.	
Cast: Tony Fields, Galyn Gorg, Eliska Krupka, Julie Newmar	
Bull Durham	Orion
MPAA Rating: R Running Time: 108 mins.	
Cast: Kevin Costner, Tim Robbins, Susan Sarandon	
Caddyshack II	Warner Bros.
MPAA Rating: PG Running Time: 98 mins.	
Cast: Jackie Mason, Dan Aykroyd, Chevy Chase, Dyan Cannon	
The Dead Pool	Warner Bros
MPAA Rating: R Running Time: 92 mins.	
Cast: Clint Eastwood	
Deadly Intent	Fries
MPAA Rating: R Running Time: 83 mins.	
Cast: Lisa Eilbacher, Steve Railsback, Maud Adams, Fred Williamson, David Dukes	
Elvira, Mistress Of The Dark	HBO
MPAA Rating: PG-13 Running Time: 96 mins.	
Cast: Cassandra Peterson (Elvira), Edie McClurg	
The Good Mother	Disney
MPAA Rating: R Running Time: 105 mins.	
Cast: Diane Keaton, Jason Robards, Ralph Bellamy	
Midnight Run	Universal
MPAA Rating: R Running Time: 127 mins.	
Cast: Robert DeNiro, Charles Grodin, Yaphet Kotto	
Nightfall	MGM/UA
MPAA Rating: PG-13 Running Time: 82 mins.	
Cast: David Birney, Sarah Douglas	
Pascali's Island	Avenue
MPAA Rating: PG-13 Running Time: 104 mins.	
Cast: Ben Kingsley, Charles Dance, Helen Mirren	
Poltergeist III	MGM/UA
MPAA Rating: PG-13 Running Time: 96 mins.	
Cast: Nancy Allen, Tom Skerritt	
The Presidio	Paramount
MPAA Rating: R Running Time: 97 mins.	
Cast: Sean Connery, Mark Harmon, Meg Ryan	
The Rejuvenator	Sage
MPAA Rating: R Running Time: 88 mins.	
Cast: Vivian Lanko, John MacKay	
Salome's Last Dance	Vestron
MPAA Rating: R Running Time: 89 mins.	
Cast: Glenda Jackson	
Story Of A Junkie	Troma
MPAA Rating: R Running Time: 80 mins.	

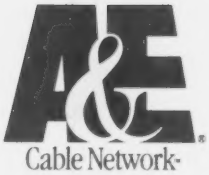
April	Source
Betrayed	MGM/UA
MPAA Rating: R Running Time: 94 mins.	
Cast: Tom Berenger, Debra Winger, John Heard	
The Big Blue	Weintraub
MPAA Rating: PG Running Time: 119 mins.	
Cast: Rosanna Arquette, Griffin Dunne, Paul Shenar	
Big Business	Shenar
MPAA Rating: PG Running Time: 98 mins.	
Cast: Bette Midler, Lily Tomlin, Fred Ward	
Clean & Sober	Warner Bros.
MPAA Rating: R Running Time: 125 mins.	
Cast: Michael Keaton, Kathy Baker, Morgan Freeman	
Feds	Warner Bros.
MPAA Rating: PG-13 Running Time: 83 mins.	
Cast: Rebecca DeMornay, Mary Gross	
Imagine: John Lennon	Warner Bros.
MPAA Rating: R Running Time: 106 mins.	
Married To The Mob	Orion
MPAA Rating: R Running Time: 104 mins.	
Cast: Michelle Pfeiffer, Matthew Modine, Dean Stockwell, Mercedes Ruehl	

Note: Running times are approximate.
NR indicates film not rated by MPAA.
* Unavailable at presstime.
Film information provided to *Cablevision* by distributors.

Pay-Per-View Services Profile

	LAUNCH	DELIVERY	ENCRYPTION	PROGRAMMING	SUBSCRIBERS
Cable Video Store	April 1, 1986	Galaxy III, tr.5	VideoCipher II	Movies, how-to's, special events.	1,000,000
Playboy On Demand	September 1, 1987	Satcom IV, tr.24	VideoCipher II	Original Playboy programs and adult motion pictures.	1,300,000
Request Television	November 27, 1985	R-1: Satcom III-R, tr.19 R-2: Satcom III-R, tr.4	VideoCipher II	Two channels offering movies and special events	3,300,000
Tuxxedo Network	December 1, 1987	Galaxy II, tr. 10	VideoCipher II	Adult movies and special events.	304,000
Viewer's Choice	November 26, 1985	VC-1: Galaxy III, tr. 21, VC-2: Galaxy III, tr. 18	VideoCipher II	Two channels of movies and special events	4,600,000
Zap! Movies	June 5, 1986	Spacenet II, tr.1,3,11,23	VideoCipher II	Channel 1: movies. Channel 2: Cult movies, and rental video favorites. Channel 3: Additional plays of Chs. 1/2 titles. Channel 4: previes and barker information.	160,000

Basic Programming



A & E Cable Network
(212) 661-4500

555 Fifth Ave.
New York, NY 10017
PARENT COMPANY:
Hearst/ABC/NBC
New York, NY 10017
PERSONNEL: Nickolas Davatzes, President/CEO; Seymour Lesser, Executive VP/CFO; Whitney Goit II, Senior VP/Sales & Marketing; Lawrence Divney, VP/Ad Sales; Daniel Davids, VP/Affiliate Sales; Peter Hansen, VP/Programming; Mary Ann Zimmer, VP/Legal & Busiess Affairs; Abbe Raven, VP/Production Services; Carole Kealy, Director/Affiliate Marketing; Ronald Schneier, Dir. Research/Consumer Mktg.; Susan Thayer, Senior VP/CFO; Lori Sue Meyers, Manager/Creative Services; Elisa Proctor, Sales Promotion Manager; Lisa Cowles, Manager/Sales Support; Mara Magons, Consumer Marketing Coordinator;
REGIONAL OFFICES: 111 E. Wacker Drive, Suite 1404, Chicago, IL 60601 (312) 819-0191, Lawrence Widrig; 5455 Wilshire Blvd., Los Angeles, CA 90036 (213) 933-7496, Mathew Tomber; 1184 Greenleaf Dr., Rochester, NY 48063 (313) 651-2770, Jon Stitle.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Comedy, drama, documentary and performing arts programming.
SATELLITE: Galaxy I/12
SUBSCRIBER INFORMATION:
Affiliates: 3,000
As of: 02/01/89
Subscribers: 38,000,000
Price/sub: $.09 per sub
ADVERTISING:
Local Advertising Available
2 minutes per hour
RATINGS:
Primetime: .9
7 am - 11 pm: .7
Dec 87 vs Dec 88: .9 vs .7
4th Quarter 87 vs 4th Quarter 88: .7 vs .6
RATING SOURCE: A.C. Nielsen

ACTS Satellite Network
(512) 826-0940

1777 N.E. Loop 410, Suite 1100
San Antonio, TX 76217
PARENT COMPANY:
ACTS Satellite Network, Inc.
6350 West Freeway
Fort Worth, TX 76150
(800) 637-4011
PERSONNEL: Dr. Jimmy Allen, President; Dr. Richard McCartney, Exec. VP; Gene Linder, Sr. VP/MSO Relations; Dr. Bill Nichols, Sr. VP/Sales; Tom Rogeberg, Sr. VP/Sales; Michael Wright, VP/Affiliate Relations
REGIONAL OFFICES: Western: Rod Moerer, P.O. Box 1119, Mount Shasta, CA 96067 (916) 926-4320; Northeast: Don Smith, 324-7 Main Ave., Suite 200, Norwalk, CT 06851 (203) 848-4555; Southwest: Jim Robinson, 6350 West Freeway, Fort Worth, TX 76150 (817) 737-3241; Southeast: W. Mark Snowden, P.O. Box 16188, Atlanta, GA 30321 (404) 477-54556.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Family programming focusing on women, health, children, life support and inspiration. ACTS includes magazine programs, classic movies, concerts, cooking shows, handyman tips, children's shows, and music videos.
SATELLITE: Galaxy III/7
SUBSCRIBER INFORMATION:
Affiliates: 393
As of: 1/1/89
Subscribers: 9,061,991
ADVERTISING:
Local Advertising Available
1 minute per hour

Alternate View Network
(318) 226-8776

WATS(National) . . . .(800) 446-7442
500 Common St.
Shreveport, LA 71101
PERSONNEL: D.L. Dykes, President; J. David Stone, Executive Director; Jack Easterwood, Chief Engineer; Rose Mary Miller, Executive Assistant; John Mark Willcox, Production Coordinator;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 5:30am-11am daily (EST)
PROGRAM FORMAT: Family oriented, moral, ethical, value and religious programming.
SATELLITE: Satcom IV/10
SUBSCRIBER INFORMATION:
Affiliates: 300
As of: 12/01/88
Subscribers: 4,500,000

American Movie Classics
(516) 364-2222

150 Crossways Park West
Woodbury, NY 11797
PARENT COMPANY:
Cablevision Systems
Woodbury, NY 11797
NBC
30 Rockerfeller Plaza
New York, NY 10020

PERSONNEL: Joshua Sapan, President/COO; Kate McEnroe, VP/General Manager; Carole Shander, VP/Corporate Communications; Noreen O'Loughlin, Director/Marketing; Tom Karsch, Assistant Director/Marketing;
REGIONAL OFFICES: Eastern Region: 420 Crossways Park Dr., Woodbury, NY 11797 (516) 364-1160, Dennis Patton, Regional Director; Central Region: 1111 East Touhy Avenue, Des Plaines, IL 60018 (213) 296-0272, Mary Collins, Regional Director; Western Region: 10350 Santa Monica Blvd., Los Angeles, CA 90025 (213) 203-0917, Mary Murano, Regional Director.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 3pm-4am(M-F) 1pm-7:30am(S-S)
PROGRAM FORMAT: Movies, movie-related minifeatures and documentaries.
SATELLITE: Satcom IIIR/12
SUBSCRIBER INFORMATION:
Affiliates: 1,500
As of: 11/01/88
Subscribers: 14,500,000
ADVERTISING:
Commercial-free—No Advertising

BET
We're Coming On For You!

Black Entertainment Television
(202) 337-5260

1232 31st St. NW
Washington, DC 20007
PARENT COMPANY:
Black Entertainment Television
Washington, DC 20007
PERSONNEL: Robert Johnson, President; Curtis Symonds, VP/Affiliate Relations; Jefferi Lee, VP/Network Operations; Janis Thomas, VP/Advertising; Debra Lee, VP/General Counsel; Antonia Duncan, VP/Finance; William Wallace, VP/Programming; James Ebron, VP/Network Sales; Rosalyn Shaw-Doaks, Director/Affiliate Marketing; Robin Beaman, Public Relations Director
REGIONAL OFFICES: James Ebron, VP/Network Sales, 156 W. 56th St., New York, NY 10019 (212) 582-5080; Phillip Ghee, Director/West Coast Operations, 2801 W. Olive Ave., Burbank, CA 91505 (818)0 566-9948.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Family entertainment, black college sports, music videos, news and public affairs programming.
SATELLITE: Satcom IIIR/20
SUBSCRIBER INFORMATION:
Affiliates: 1,800
As of: 2/1/89
Subscribers: 21,197,000
Price/sub: $.05 per sub
ADVERTISING:
Local Advertising Available
2 minutes per hour

Bravo℠

Bravo
(516) 364-2222

150 Crossways Park West
Woodbury, NY 11797
PARENT COMPANY:
Cablevision Systems
Woodbury, NY 11797
NBC
30 Rockerfeller Plaza
New York, NY 10020
PERSONNEL: Josh Sapan, President; Kathleen Dore, VP/General Manager; Bruce Ferguson, Director/Sales; Laurie Giddins, Director/Marketing & Administration; Ed Carroll, Manager/Marketing & Admin.; Deborah Kiriluk, Marketing Coordinator;
REGIONAL OFFICES: 233 Main St., Suite 508, New Britan, CT 06051, Karen Jarmon, Director, 28698 Shenendoah Dr., PO Box 1512, Lake Arrowhead, CA 92352, Lenny Rock, Director.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 8pm-6am(M-F) 5pm-6am(S-S)
PROGRAM FORMAT: International films, jazz, theatre, dance, opera, classical music, documentaries and profiles.
SATELLITE: Satcom IIIR/4
SUBSCRIBER INFORMATION:
Affiliates: 400
As of: 12/01/88
Subscribers: 1,500,000
Advertising: Commercial-free

C-SPAN AMERICA'S NETWORK
444 NORTH CAPITOL STREET, N.W. • SUITE 412
WASHINGTON, D.C. 20001
202/737-3220

C-SPAN
(202) 737-3220

444 North Capitol St. NW
Suite 412
Washington, DC 20001
PARENT COMPANY:
C-SPAN
Washington, DC 20001
PERSONNEL: Brian Lamb, Chairman/CEO; Mike Michaelson, Executive VP; Robert Kennedy, VP/Business Affairs; Susan Swain, VP/Corporate Communications; Terry Murphy, Programming Director; Bruce Collins, VP/Corporate Counsel; Brian Lockman, VP/Network Operations; Kate Hampford, Director/Marketing; Lisa Kerr, VP/Business Affairs; Lori Fee, Affiliate Promotions Coord.; Gary Klepper, Eastern Region Rep.; Gregg Hill, Western Region Rep.; Barkley Kern, Central Region Rep.;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Live coverage of the U.S. House of Representatives and diverse public affairs programming.
SATELLITE: Galaxy III/24
SUBSCRIBER INFORMATION:
Affiliates: 3,100
As of: 11/01/88
Subscribers: 41,600,000
Price/sub: $.03 per sub

C-SPAN II
(202) 737-3220

444 North Capitol St. NW
Suite 412
Washington, DC 20001
PARENT COMPANY:
C-SPAN
Washington, DC 20001
PERSONNEL: Brian Lamb, Chairman/CEO; Mike Michaelson, Executive VP; Robert Kennedy, VP/Business Affairs; Susan Swain, VP/Corporate Communications; Terry Murphy, Programming Director; Bruce Collins, VP/Corporate Counsel; Brian Lockman, VP/Network Operations; Kate Hampford, Director/Marketing; Lisa Kerr, VP/Business Affairs; Lori Fee, Affiliate Promotions Coord.; Gary Klepper, Eastern Region Rep.; Gregg Hill, Western Region Rep.; Barkley

Kern, Central Region Rep.;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Live coverage of the U.S. Senate and diverse public affairs programming.
SATELLITE: Galaxy III/24
SUBSCRIBER INFORMATION:
Affiliates: 575
As of: 2/1/89
Subscribers: 16,500,000
Price/sub: $.03 per sub

CBN Family Channel, The
(804) 523-7301

1000 Centerville Turnpike
CBN Center
Virginia Beach, VA 23463
PARENT COMPANY:
Christian Broadcasting Network
Virginia Beach, VA 23463
PERSONNEL: Tim Robertson, President; Paul Krimsier, VP/Programming & Promotions; Read Smartt, Director/Operations; Craig Sherwood, Director/Affiliate Relations; Earl Weirich, Director/Public Affairs; Rick Busciglio, VP/Cable Marketing; Madeliene Jones, Manager/Marketing Services; Dick Hammer, Managing Director/Ad Sales;
REGIONAL OFFICES: 522 Fifth Ave., 12th Floor, New York, NY 10036, Dick Hammer (212) 997-1710; 444 N. Michigan Ave., Suite 1000, Chicago, IL 60611, Steve Lentz (312) 222-0043; 9595 Wilshire Blvd., Suite 605, Beverly Hills, CA 90212, Kathryn Hutchinson (213) 273-3111; 100 W. Big Beaver Road, Suite 200, Office #9, Troy, MI 48084, Chuck Cahill (313) 680-6810.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Family programming ranging from original and exclusive drama and adventure series to documentaries, the classics in comedy, westerns and movies. Also shows for women, home and health programs, children's fare, specials and inspirational programs.
SATELLITE: Galaxy I/11
SUBSCRIBER INFORMATION:
Affiliates: 8,303
As of: 2/1/89
Subscribers: 43,769,000
Price/sub: $.08 per sub
ADVERTISING:
Local Advertising Available
2 minutes per hour
Tune-in co-op prog.
RATINGS:
24 Hours: .8
Primetime: 1.3
7 am - 11 pm: .9
RATING SOURCE: Nielsen Home Video Index

NBC Presents

CNBC
(201) 585-2622

Consumer News & Business Channel

2200 Fletcher Ave.
Ft. Lee, NJ 07024
PARENT COMPANY:
Cablevision Systems
Woodbury, NY 11797
NBC
30 Rockerfeller Plaza
New York, NY 10020
PERSONNEL: Michael Eskridge, President/CEO; Caroline Vanderlip, VP/Affiliate Relations; Allan Gaherty, VP/Finance; Arthur Miller, Senior VP/Sales; Susan Packard, Senior Regional Director; Bob Davis, Executive Producer; Larry Smith, Regional VP/Affil. Relations; Bruce Ballard, Regional Dir./Affil. Relations; Annabella Riccio, Regional Dir./Affil. Relations; Patricia Karpas, Dir./Affil. Marketing; Joyce Gibney, Sr. Marketing Rep.; Peter Stuvtevant, News Programming Director
REGIONAL OFFICES: 3000 W. Alameda Ave., Burbank, CA 91523 (818) 840-3333, Debra Lieberman, Regional VP/Affiliate Relations; Bridget Baker, Regional Director/Affiliate Relations; Helen Taft, Account Executive. 2855 Coolidge Hwy, Suite 201A, Troy, MI 48084 (313) 643-9033.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Consumer, business and market news coverage. Plus coverage of issues like health care, personal finance, taxes, mortgages, travel, retirement planning, careers, and new product comparisons.
SATELLITE: Satcom IIIR/6
PREMIERE: 4/89
SUBSCRIBER INFORMATION:
Affiliates: N.A.
As of: 2/1/89
Subscribers: 12,000,000
ADVERTISING:
Local Advertising Available
3 minutes per hour

CNN

THE WORLD'S MOST IMPORTANT NETWORK

Cable News Network
(404) 827-1700

One CNN Center
Atlanta, GA 30348
PARENT COMPANY:
Turner Broadcasting System Inc.
Atlanta, GA 30348
PERSONNEL: Ted Turner, CEO; Burt Reinhardt, President; Ed Turner, Executive VP; Paul Amos, Executive VP; Jon Petrovich, Executive VP; John Baker, VP/Operations; Lou Dobbs, VP/Business News; Mary Alice Williams, VP/N.Y. Bureau; Bob Furnad, VP/Senior Executive Producer; Bill Headline, VP/Washington Bureau; Alma Knott, VP/Finance; Bill McPhail, VP/Sports; Jane Maxwell, VP/Special Projects; Jeanne Von Essen, VP/International Newsgathering; Farrell Reynolds, President/TBS Sales; Arthur Sando, VP/Marketing & Communications; Dave Williams, VP/Marketing; John Barbera, VP/Sales; Turner Cable Network Sales: Terry McGuirk, President; Julia Sprunt, VP Corp. Communications; Robert Thalman, VP Marketing
REGIONAL OFFICES: 303 E. Wacker Drive, Chicago, IL 60601 (312) 565-1717; 1875 Century Park East, Suite 320, Los Angeles, CA 90067; 109 N. Goliad, Rockwell, TX 75087 (214) 226-4948; 600 REN-CEN, Suite 1920, Detroit, MI 48243 (313) 871-3245; 6 East 43rd Street, 8th Floor, New York, NY 10017, (212) 692-5970.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Round-the-clock news coverage.

SATELLITE: Galaxy I/7,
SUBSCRIBER INFORMATION:
Affiliates: 11,860
As of: 2/1/89
Subscribers: 49,565,000
Price/sub: $.22 to .28 per sub
ADVERTISING:
Local Advertising Available
2 minutes per hour
$.22 to .28/month

CHANNEL AMERICA

Channel America
(212) 262-5353

24 W. 57th St.
Suite 804
New York, NY 10019
PERSONNEL: David A. Post, Chairman; Robert F. Mauro, President; Roger Percy, VP/Marketing; Kay Burke, Richard Spicer, Affiliate Relations
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Entertainment format including original programming, magazine format shows, viewer participation game shows, movies, and syndicated television series.
SATELLITE: Spacenet II/3
SUBSCRIBER INFORMATION:
Affiliates: 6 (low-power stations); cable to come
As of: 12/01/88
Subscribers: N.A.
ADVERTISING:
Local Advertising Available
4 minutes per hour
yes
% of network revenue

CMT
Country Music Television

Country Music Television
(615) 255-8836

704 18th Ave. South
Nashville, TN 37203
PERSONNEL: James William Guercio, Chairman of the Board; Stan Hitchcock, Senior Vice President; Rene Ray, Director/Affiliate Relations; Nan Hoffman, Advertising Director
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: country music videos, interviews, and concerts.
SATELLITE: Galaxy I/13
SUBSCRIBER INFORMATION:
Affiliates: 994
As of: 2/15/89
Subscribers: 9,000,000
Price/sub: $.05 per sub
ADVERTISING:
Local Advertising Available
3 minutes per hour

THE Discovery CHANNEL

Discovery Channel, The
(301) 577-1999

8201 Corporate Dr.
Fl. 122i
Landover, MD 20785
PARENT COMPANY:
Cable Educational Network
Landover, MD 20785
PERSONNEL: John Hendricks, Chairman/CEO; Ruth Otte, President/COO; Gregory Moyer, Senior VP/Programming; Michael du Monceau, Senior Exec./Prog.-Europe; Clark Bunting, Senior VP/Acquisitions & Development; Tim Cowling, Senior VP/Production; Judith McHale, Senior VP/General Counsel; Sandra McGovern, Senior VP/Affiliate Relations; Kathleen Clinton, Senior VP/Ad Sales; Valerie Grady, Director/Marketing; Shirley Davis, Director/Advertising Sales; Jan Craige, Director/On-Air Promotions; Eric McLamb, Director/Communications;
REGIONAL OFFICES: 8201 Corporate Dr., Ste. 1260, Landover, MD 20785 (301) 577-1999, Bill Goodwyn/Eastern Regional Director; 601 California St., Suite 1307, San Francisco, CA (415) 391-9300, Dawn McCall/Director.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 9am-3am
PROGRAM FORMAT: Nature, science and technology, history, human adventure and world exploration documentaries and series.
SATELLITE: Galaxy I/22
SUBSCRIBER INFORMATION:
Affiliates: 4,643
As of: 2/1/89
Subscribers: 37,627,000
ADVERTISING:
Local Advertising Available
2 minutes per hour
RATINGS:
Dec 87 vs Dec 88: .8 vs .8
RATING SOURCE: A.C. Nielsen

ESPN
(203) 585-2000

ESPN Plaza
Bristol, CT 06010
PARENT COMPANY:
Capital Cities/ABC Inc.
New York, NY 10019
PERSONNEL: Roger Werner, President/CEO; Steven Bornstein, Executive Vice President; Bill Ketcham, Sr. VP/Network Marketing; Roger Williams, Sr. VP/Affiliate Marketing; Rosa Gatti, Sr. VP/Communications; John Bonanni, Sr. VP/Advertising Sales; Andrew Brilliant, Sr. VP/Legal & Int'l. Affairs; Reginald Thomas, Sr. VP/Operations & Engineering; Robert Jeremiah, VP/Sales Administration; Michael Gannon, Executive Vice President; Keno Thomas, VP Sales/Western Division; Bill Horowitz, VP/National Advertising Sales;
REGIONAL OFFICES: Rocky Mountain: 5445 DTC Parkway, The Quadrant, Suite P8 Englewood, CO 80111 (303) 740-8940; Northeast and Southeast: ESPN Plaza, Bristol,CT 06010 (203) 585-2000; Midwest: 303 East Wacker Drive Suite 400 Chicago, IL 60601 (312) 938-4223; South Central and Western: 9665 Wilshire Blvd. Suite 800 Los Angeles, CA 90212 (213) 205-8900.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Professional, collegiate and amateur sports along with sports news and information. The schedule also includes a morning business news program.
SATELLITE: Galaxy I/8-Satcom IIIR
SUBSCRIBER INFORMATION:
Affiliates: 9,500
As of: 2/15/89
Subscribers: 50,132,000

EWTN-Eternal Word TV Network
(205) 956-9537

5817 Old Leeds Road
Birmingham, AL 35210
PERSONNEL: Mother Angelica, Chairman of the Board; Bill Steltemeier, President; Marynell Ford, Sr. VP/Marketing; Chris Harrington, Sr. VP/Operations & Production; Matt Scalici, Sr. VP/Engineering & Satellite; Dick Stephen, Sr. VP/Programming; Dee Park, Public Relations
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Religious programming and family entertainment.
SATELLITE: Galaxy III/10
SUBSCRIBER INFORMATION:
Affiliates: 490
As of: 12/01/88
Subscribers: 10,800,000

FNN
FINANCIAL NEWS NETWORK

FNN-Financial News Network
(212) 891-7300

320 Park Ave.
3rd Floor
New York, NY 10022
PARENT COMPANY:
Infotechnology, Inc.
New York, NY 10022
PERSONNEL: Earl Brian, Chairman; David Meister, President, FNN; Mike Wheeler, Executive VP/GM, FNN; Steve Bolen, CFO; Rick North, Senior VP/Sales; John Maloney, Vice President/Sales, Eastern Region; Tom Lucas, VP/Marketing;
REGIONAL OFFICES: 435 N. Michigan Ave., Chicago, IL (312) 670-0255, Larry Grossman/Regional VP
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 6am-12am (M-F)
PROGRAM FORMAT: Business & consumer information news.
SATELLITE: Satcom IIIR/11
SUBSCRIBER INFORMATION:
As of: 1/31/89
Subscribers: 32,000,000
ADVERTISING:
Local Advertising Available
10 nationals, 2 locals per hour
RATINGS:
.3 A.C. Nielsen

SCORE
a service of FNN

FNN: Score
(213) 670-1100

6701 Center Drive West
Los Angeles, CA 90045
PARENT COMPANY:
Infotechnology, Inc.
New York, NY 10022
PERSONNEL: Earl Brian, Chairman; David Meister, President; C. Steven Bolen, CFO; Arnie Rosenthal, Executive VP/GM; Dale Hopkins, VP/National Sales Director; Bennett Boyd, VP/Marketing; Rockey Flintermann, VP/Programming
REGIONAL OFFICES: George Monaster, FNN, 320 Park Ave., New York, NY 10022 (212) 758-9009; John Fagan, FNN, 435 N. Michigan Ave., Chicago, IL 60611 (312) 6722-0255.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 5pm-3am weekends (EST)
PROGRAM FORMAT: Sports event, talk and news service.
SATELLITE: Satcom IIIR/4
SUBSCRIBER INFORMATION:
Affiliates: 1,600
As of 2/1/89
Subscribers: 19,800,000
ADVERTISING:
Local Advertising Available
varies

Family Guide Network
(215) 887-7010

Suite A-1
Fox Pavillion
Jenkintown, PA 19046
PARENT COMPANY:
Video Shopping Mall, Inc.
Jenkintown, PA 19046
PERSONNEL: Morton Kushner, Executive VP/COO; Don DeCinque, Vice President; Harry Birnbohn, Vice President; Joe McKenzie, Sales Manager; Joanne Smukler, Vice President; Denise Magasich, Marketing/Media;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: varies by system
PROGRAM FORMAT: Direct-response on a variety of topics and products.
SATELLITE: Satcom IV/24
SUBSCRIBER INFORMATION:
Affiliates: 60
As of 2/1/89
Subscribers: 4,500,000
ADVERTISING:
Local Advertising Available
4 minutes per hour
none
up to 20% of sales

FamilyNet™

FamilyNet
(804) 845-4733

WATS(National) . . .(800) 8-FAMNET
1144 Monarch Plaza
3414 Peachtree Rd., NE
Atlanta, GA 30326
PARENT COMPANY:
Liberty Broadcasting Network
2220 Langhoune Plaza
Lynchburg, VA 24514
PERSONNEL: Dr. Jerry Nims, President; Richard Campbell, VP/Treasurer; Warren Marcus, Executive Producer; David Lewis, Director/Marketing; Lee Walters, VP/Treasurer; Jerry Whitehurst, Marketing Representative
REGIONAL OFFICES: 116 Mistywood Court, Kissimmee, FL 32743 (407) 348-8951, Lee Wlaters; 1144 Monarch Plaza, Ritz-Carlton Buckhead, 3414 Peachtree Road NE, Atlanta, GA 30326 (404) 264-9400, Dr. Jerry Nims.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Family entertainment and inspirational programming that features original shows, movies and college sports.
SATELLITE: Galaxy III/23
SUBSCRIBER INFORMATION:
Affiliates: 54
As of: 2/1/89
Subscribers: 1,200,000
Price/sub: $.03 per sub
ADVERTISING:
Local Advertising Available
4-12 minutes per hr.

Eco
(213) 286-0122

2121 Avenue of the Stars

Suite 2300
Los Angeles, CA 90067
PARENT COMPANY:
Univisa
Los Angeles, CA 90067
PERSONNEL: Starrett Berry, VP/General Manager; Eduardo Dominguez, Marketing Director; Daniel Huertas, Senior Dir./Affiliate Relations; John Pero, VP Sales;
REGIONAL OFFICES: Vera Gonzalez, 15851 N. Dallas Parkway, Suite 1015, Addison, TX 75248 (214) 980-7773; John Ruiz, 460 W. 42nd St., New York, NY 10036 (212) 502-1300.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Spanish-language news, sports and movies
SATELLITE: Galaxy I/20
SUBSCRIBER INFORMATION:
Affiliates: 300
As of: 01/01/89
Subscribers: 2,150,000
Price/sub: varies
ADVERTISING:
Local Advertising Available
2 minutes per hour

HEADLINE NEWS

Headline News
(404) 827-1500

One CNN Center
Atlanta, GA 30348
PARENT COMPANY:
Turner Broadcasting System Inc.
Atlanta, GA 30348
PERSONNEL: Ted Turner, CEO; Jon Petrovich, Executive VP; Farrell Reynolds, President/TBS Sales; Arthur Sando, VP/Marketing & Communications; Dave Williams, VP/Marketing; John Barbera, VP/TBS Sales; Turner Cable Network Sales: Terry McGuirk, President; Julia Sprunt, VP Corp. Communications; Robert Thalman, VP Marketing
REGIONAL OFFICES: 303 E. Wacker Drive, Chicago, IL 60601 (312) 565-1717; 1875 Century Park East, Suite 320, Los Angeles, CA 90067; 109 N. Goliad, Rockwell, TX 75087 (214) 226-4948; 600 REN-CEN, Suite 1920, Detroit, MI 48243 (313) 871-3245; 6 East 43rd Street, 8th Floor, New York, NY 10017, (212) 692-5970.
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: News arranged in 30-minute segments.
SATELLITE: Galaxy I/8
SUBSCRIBER INFORMATION:
Affiliates: 3,410
As of: 2/1/89
Subscribers: 34,911,000
Price/sub: free (with CNN)
ADVERTISING:
Local Advertising Available
2 minutes per hour
free (with CNN)

The Inspirational Network
(704) 542-6000

P.O. Box 240319
Charlotte, NC 28224
PARENT COMPANY:
Heritage Village Church & Missionary Fellowship
P.O. Box 240318
Charlotte, NC 28224
PERSONNEL: M.C. Benton, Trustee; Cardin Hesselton, General Manager; Lois Chalmers, Marketing Director; Monica Avants, Affiliate Business Manager
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Variety, talk, music, teaching, drama and live programming targeted to all age groups. Multi-denominational religious productions.
SATELLITE: Galaxy I/17
SUBSCRIBER INFORMATION:
Affiliates: 900
As of: 2/15/89
Subscribers: 9,500,000
Price/sub: No charge
ADVERTISING:
Local Advertising Available
12 hours/week

The Learning Channel
The smart choice on cable.

Learning Channel, The
(703) 276-0881

WATS(National) . . . .(800) 346-0032
1525 Wilson Blvd.
Rosslyn, VA 22209
PERSONNEL: Harold Morse, Chairman/CEO; Robert Shuman, President; Henry Schlenker, Senior VP/CFO; Robert Sestili, VP/Programming; John McLaurin, VP/Marketing; Patricia A. MacEwan, Affiliate Relations Manager; Jay Barchas, Marketing Dir./Western Region; Jaak Vikati, National Accounts Director; Edward Dooley, Corporate Comm. Director; Lee Lindbloom; Director of Networking Services
REGIONAL OFFICES: 535 16th St., Denver, CO 80202 (303) 592-1613, Ed Kaminski/Maro Casparian; 7 Woodland Ave., Larchmont, NY 10538 (914) 833-1320, Joanna Doster/RichardConlon.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Educational programming.
SATELLITE: Satcom IIIR/2
SUBSCRIBER INFORMATION:
Affiliates: 1,100
As of: 01/01/89
Subscribers: 15,000,000
Price/sub: none
ADVERTISING:
Local Advertising Available
On-air advertising: 4 min/hr.

LIFETIME
TELEVISION

Lifetime Television
(718) 482-4000

30-12 35th Ave.
Astoria, NY 11106
PARENT COMPANY:
Hearst/ABC-Viacom Entertainment
New York, NY 10036
PERSONNEL: Thomas Burchill, President/CEO; Seymour Kaplan, Senior VP/Affiliate Relations; Peter Brickman, VP/Production & Operations; Patricia Fili, Senior VP/Programming; Doug McCormick, Senior VP/Sales; Jane Tollinger, Senior VP/Business & Legal Aff.; Margaret Sandwick, Senior VP/Marketing & Communications; Barry Kresch, Senior VP/Research; Randi Subarsky, VP/Original Programming; Michael Capes, Director/Press Relations; Edward Keller, Director/Advertising; Meredith Wagner, Director/Public Affairs;
REGIONAL OFFICES: 10880 Wilshire Blvd., Suite 2010, Los Angeles, CA 90024 (213) 446-6600; 75 E. Wacker Dr., Suite 900, Chicago, Il 60601 (312) 782-5900; 444 Madison Ave., Suite

605, New York, NY 10022 (212) 832-8832; 12860 Hillcrest Road, Suite 229, Dallas, TX 75230 (214) 960-0271.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Contemporary entertainment and information programming of particular interest to women.
SATELLITE: Satcom IIIR/17 & Galaxy III/20
SUBSCRIBER INFORMATION:
Affiliates: 4,300
As of: 2/1/89
Subscribers: 41,728,000
ADVERTISING:
Local Advertising Available
2 minutes per hour
RATING SOURCE: A.C. Nielsen

MTV-Music Television
(212) 713-6400

1775 Broadway
11th Floor
New York, NY 10019
PARENT COMPANY:
Viacom International, Inc.
New York, NY 10036
PERSONNEL: Thomas Freston, President/CEO; Sara Levinson, Executive VP/New Business Dev.; Lee Masters, Executive VP/MTV; John Reardon, Executive VP Sales/MTV Networks; Robert Friedman, Sr. VP/Promotional Development-MTV; Doug Herzog, Senior VP/Programs & Development; Harriet Seitler, Executive VP/New Business Dev.; Douglas Greenlaw, Sr. VP/Advertising Sales; Marshall Cohen, Senior VP/Corporate Affairs & Communications; Judith McGrath, Senior VP/Creative Director; Abbey Konowitch, VP/Programming; Jack McLean, VP/Acquisitions; Howard Shimmel, VP/Advertising Sales Research; Russell Naiman, VP/Advertising Sales;
REGIONAL OFFICES: Eastern Region: 1133 Avenue of the Americas, 28th Floor, New York, NY 10036, (212) 944-4041, Hal Wolf; Southeastern Region: 1800 Century Blvd., Suite 280, Atlanta, GA 30345, (404) 320-6808, Kris Bagwell; Central Region: 303 E. Wacker Drive, Suite 428, Chicago, IL 60601, (312) 565-2300, Patti Brennan; Western Region: 10 Universal Plaza, 30th Floor, Universal City, CA 91608, (818) 505-7800, Roberta Koz.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Video music network targeted for the 12-34 year old audience.
SATELLITE: Galaxy III/17
SUBSCRIBER INFORMATION:
Affiliates: 5,220
As of: 2/1/89
Subscribers: 44,433,000
ADVERTISING:
Local Advertising Available
2 minutes per hour
RATING SOURCE: A.C. Nielsen

Mind Extension University
(303) 792-3111

WATS(National) . . .(800) 777-MIND
9697 E. Mineral Ave.
Englewood, CO 80112
PARENT COMPANY:
Jones International, Ltd.
Englewood, CO 80112
PERSONNEL: Glenn Jones, President/CEO; James Krejci, Group Vice President; Donald Sutton, Executive Director; Victor Harrison, General Manager/Programming; Heidi Byrne, Marketing Manager; Andrea Montoni, Group Vice President; Sharon Sall, Affiliate Relations Coord.;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: A basic service allowing subscribers to earn college credits from major universities through telecourses. Also, 12 hours a day of non-credit, educational programming.
SATELLITE: Galaxy 3/11
SUBSCRIBER INFORMATION:
Affiliates: 84
As of: 11/01/88
Subscribers: 2,300,000
Price/sub: none

Movietime
(213) 960-5800

PO Box 38934
Hollywood, CA 90038
PERSONNEL: Larry Namer, President/CEO; Brian Owens, Senior VP/Programming; Bill Zaccheo, Senior VP/Affiliate Sales; Bill Keenan, Senior VP/Finance; Mike Sobel, Senior VP/Advertising; Sheri Herman, Senior VP/Marketing; Chris Fager, VP/General Counsel; Richard Bencivengo, VP/Programming; Rick Portin, VP/Production; Marilyn Russell, VP/Eastern Affiliate Sales
REGIONAL OFFICES: 245 East 58th St., Suite 4-F, New York, NY 10022 (212) 223-1156, Mike Sobel.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Magazine format with previews of movies and television programs; interviews with actors, directors, writers, producers and show business celebrities; coverage of entertainment events as well as other entertainment feature segments.
SATELLITE: Satcom FIII/15
SUBSCRIBER INFORMATION:
Affiliates: 342
As of: 2/1/89
Subscribers: 11,500,000
ADVERTISING:
Local Advertising Available
2 minutes per hour

Nashville Network, The
(615) 889-6840

2806 Opryland Drive
Nashville, TN 37214
PARENT COMPANY:
Opryland USA Inc.
Nashville, TN 37214
PERSONNEL: E.W. Wendell, President/CEO-Opryland USA Inc.; Tom Griscom, Senior VP-Opryland USA Inc.; David Hall, VP/General Manager-TNN; Paul Corbin, Director/Programming-TNN; Danny Wendell, Operations Manager; Hugh Hickerson, Director/Engineering-TNN; Lloyd Werner, Senior VP/Sales & Marketing; Peter Weisbard, Senior VP-Opryland USA Inc.; Kathy Canavan, VP/Marketing;
REGIONAL OFFICES: Group W Satellite Communications, 250 Harbor Dr., Stamford, CT 06904 (203) 965-6000; Peter Weisbard, Group W Satellite Comm., 90 Park Ave., New York, NY 10016 (212) 557-6550; Walter Bodkin, Suite 420, 625 N. Michigan Ave., Chicago, IL 60611 (312) 454-7090; Bob Van Cleave, Suite 243, 25900 Greenfield Ave., Oak Park, MI 48237 (313) 968-1340; John Milne, Suite 1150, 6420 Wilshire Blvd., Los Angeles, CA 90048 (213) 655-1098.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 18 hours

PROGRAM FORMAT: Country lifestyle, music, sports and variety.
SATELLITE: Galaxy I/2
SUBSCRIBER INFORMATION:
Affiliates: 7,741
As of: 2/1/89
Subscribers: 43,211,000
Price/sub: $.15 per sub
ADVERTISING:
Local Advertising Available
10 minutes per hour
RATINGS:
24 Hours: .4.
Primetime: 1.0
7 am - 11 pm: .6
Dec 87 vs Dec 88: .5 vs .6
4th Quarter 87 vs 4th Quarter 88: 1.3 vs 1.1
RATING SOURCE: A.C. Nielsen

Network 1 USOA
(615) 822-3300

WATS(National) . . . .(800) 888-1872
719 Thompson Lane
100 Oaks Mall
Nashville, TN 37204
PERSONNEL: Hal Neely, President; Albert Gannaway, Chairman; Joe Corradetti, Director/Media; Chuck Koehler, Marketing Manager;
REGIONAL OFFICES: Los Angeles and Orlando.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 12 hours per day
PROGRAM FORMAT: Country music, gospel music and informational programming.
SATELLITE: Satcom III-R/23
SUBSCRIBER INFORMATION: N.A.
ADVERTISING:
Local Advertising Available
varies

Nickelodeon/Nick at Nite
(212) 713-6400

1775 Broadway
11th Floor
New York, NY 10019
PARENT COMPANY:
Viacom International, Inc.
New York, NY 10036
PERSONNEL: Thomas Freston, President/CEO; Geraldine Laybourne, Executive VP/General Manager; Sara Levinson, Executive VP/New Business Dev.; John Reardon, Executive VP Sales/MTV Networks; Douglas Greenlaw, Sr. VP/Advertising Sales; Richard Cronic, VP/Marketing; Howard Shimmel, VP/Advertising Sales Research; Russell Naiman, VP/Advertising Sales; Anne Sweeney, VP/Acquisitions; Linda Alexander Program Publicity Manager; Debby Beece, Senior VP/Programming
REGIONAL OFFICES: Eastern Region: 1133 Avenue of the Americas, 28th Floor, New York, NY 10036, (212) 944-4041, Hal Wolf; Southeastern Region: 1800 Century Blvd., Suite 280, Atlanta, GA 30345, (404) 320-6808, Kris Bagwell; Central Region: 303 E. Wacker Drive, Suite 428, Chicago, IL 60601, (312) 565-2300, Patti Brennan; Western Region: 10 Universal Plaza, 30th Floor, Universal City, CA 91608, (818) 505-7800, Roberta Koz.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Children's programming during the day; comedy/variety programs nightly.
SATELLITE: Galaxy III/19
SUBSCRIBER INFORMATION:
Affiliates: 6,485 (Nickelodeon)
3,395 (Nick At Nite)
As of: 2/1/89
Subscribers: 43,679,000 (Nickelodeon)
39,600,000 (Nick At Nite)
ADVERTISING:
Local Advertising Available
2 minutes per hour
RATING SOURCE: A.C. Nielsen

NOSTALGIA 45PLUS

Nostalgia Channel, The
(212) 463-7740

71 West 23rd St.
Suite 502
New York, NY 10010
PARENT COMPANY:
The Nostalgia Network, Inc.
New York, NY 10010
PERSONNEL: John Janas, President; Robert Jones, VP/Programming; Morgan Lambert Howe, Senior VP/Sales; Joseph Schramm, Director/Marketing; Norman Blashka, VP/Finance; Terry Freedman, Senior VP/Program Development & Business Affairs
REGIONAL OFFICES: National Sales Office: 75 James Way, Southampton, PA 28966, Morgan Lambert Howe, (215) 364-7550; Northeast Region: 71 W. 23rd St., New York, NY 10010, Nick Gentile, (212) 463-7740; Southeast Region: Capt. John Fripp Villas #108, Fripp Island, SC 29920, Terri Morse, (215) 364-7550; Central Region: 2050 Larkin Ave., Suite 203, Elgin, IL 60123, Paul Galka, (312) 697-5454; Western Region: 2144 Royal Lane, Suite 150, Dallas, TX 75229, Chip Harwood, (214) 243-8755; Pacific Region: 1311 El Camino Real, Suite 205, Millbrae, CA 94030, Lynn Hamilton, (415) 589-5246.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Entertainment and information targeted to viewers age 45 and up, includes original lifestyle programs on travel, hobbies and exercise plus, movies, Big Band videos, and, great moments in sports history.
SATELLITE: Satcom IV/21
SUBSCRIBER INFORMATION:
Affiliates: 325
As of: 2/1/89
Subscribers: 4,403,000
Price/sub: none
ADVERTISING:
Local Advertising Available
1 minute per hour
$.12 per sub/month
$.24 per sub/year

PREVUE Guide SM

Prevue Guide
(918) 665-6690

WATS(National) . . . .(300) 331-4806
3801 South Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video, Inc.
Tulsa, OK 74145
PERSONNEL: Joe Batson, VP/General Manager; Virgle Smith, VP/Sales & Affiliate Relations; Chris Bourne, VP/Marketing & Operations; Joseph Rhees, Ad Sales Director; Mary Prodger, Director/Programming;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: System-specific program promotion, offering program listings of basic, pay and pay-per-view with video previews and promos. 'Prevue Tonight', a 2-minute umbrella

segment accenting upcomming events and programming during prime time.
SATELLITE: Satcom IV/8
SUBSCRIBER INFORMATION:
Affiliates: 332
As of: 12/31/89
Subscribers: 8,858,517
Price/sub: $.03 per sub
ADVERTISING:
Local Advertising Available
9 minutes per hour

RFD-TV
(402) 345-2322

WATS(National) . . . .(800) 633-0733
2615 Farnam St.
Omaha, NE 68131
PERSONNEL: Patrick Gottsch, Chairman; Ed Zachary, President; Sam Curley, Executive Vice President; Mark Widner, Director/Engineering; Jim Kanter, VP/Sales; Reed Emsick, VP/Marketing
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
SATELLITE: Spacenet I/23
SUBSCRIBER INFORMATION:
Affiliates: 30
As of: 2/1/89
Subscribers: 2,128,190
As of 2/8/89
ADVERTISING:
Local Advertising Available
14 minutes per hour

Silent Network
(213) 464-SIGN

6363 Sunset Blvd. Suite 930-B
Hollywood, CA 90028
PARENT COMPANY:
Silent Network, Inc.
Hollywood, CA 90028
PERSONNEL: Sheldon Altfeld, Chairman/CEO; Herbert Larson, President; Dawn Jeffory-Nelson, VP/Programming & Production; Suzan Hendershot, Director/Affiliate Relations; Mark Henke, Director/Captioning Services; William C. Tauber, VP/Marketing
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 9:30am-11:30am Saturdays
PROGRAM FORMAT: Information and education programming in sign language, full sound and open captions for deaf, hearing impaired and hearing audiences.
SATELLITE: Satcom F4/23
SUBSCRIBER INFORMATION:
Affiliates: 404
As of: 2/1/89
Subscribers: 12,303,000
Price/sub: none
ADVERTISING:
Local Advertising Available
1 minute per hour

SportsChannel America℠

SportsChannel America
(516) 364-2222

150 Crossways Park West
Woodbury, NY 11797
PARENT COMPANIES:
Cablevision Systems
Woodbury, NY 11797
NBC
30 Rockerfeller Plaza
New York, NY 10020
PERSONNEL: Thomas Chestnut, VP/General Manager; Jeff Ruhe, Senior VP/Executive Producer; Michael Lardner, VP/Programming; Peter Bartley, Director/Special Programming; Eric Lund, Director/Marketing; Dan Martinsen, Director/Public Relations; Maria Puglisi, Marketing Manager; Stan Berizzi, James Cofer, Tom Fennell, Affiliate Sales Staff
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Sports
SATELLITE: Satcom IV/2 & 10
SUBSCRIBER INFORMATION:
Affiliates: N.A.
As of: 2/1/89
Subscribers: 1,500,000*
ADVERTISING:
Local Advertising Available
2 minutes per hour
*Count represents standalone affiliates; SCA programming is also carried on Home Team Sports and the SportsChannel family of regional services.

SuperStation TBS
GREAT AMERICAN TELEVISION

SuperStation TBS
(404) 827-1700

1050 Techwood Drive
Atlanta, GA 30348
PARENT COMPANY:
Turner Broadcasting System Inc.
Atlanta, GA 30348
PERSONNEL: Ted Turner, CEO; Gerry Hogan, President; Bob Levi, Executive VP/General Manager; Farrell Reynolds, President/TBS Sales; Arthur Sando, VP/Marketing & Communicatioins; Don McGuire, VP/Sports; Terri Tingle, VP/Public Affairs; Jeff Grimshaw, VP/Promotions; Kevin O'Malley, VP/Sports Programming & Acquisitions; Turner Cable Network Sales: Terry McGuirk, President; Julia Sprunt, VP Corp. Communications; Robert Thalman, VP Marketing
REGIONAL OFFICES: 303 E. Wacker Drive, Chicago, IL 60601 (312) 565-1717; 1875 Century Park East, Suite 320, Los Angeles, CA 90067; 109 N. Goliad, Rockwell, TX 75087 (214) 226-4948; 600 REN-CEN, Suite 1920, Detroit, MI 48243 (313) 871-3245; 6 East 43rd Street, 8th Floor, New York, NY 10017, (212) 692-5970.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Family entertainment, sports and documentaries.
SATELLITE: Galaxy I/18
SUBSCRIBER INFORMATION:
Affiliates: 9,426
As of: 2/1/89
Subscribers: 47,943,000
Price/sub: $.10 per month

Travel Channel, The
(212) 692-3630

1370 Avenue of the Americas
New York, NY 10019
PARENT COMPANY:
Trans World Airlines, Inc.
100 S. Bedford Rd.
Mt. Kisco NY 10549

PERSONNEL: Bahir Browsh, President; Luann Simpson, VP/Finance; Doug Panetta, VP/Programming & Exec. Producer; David Murphy, VP/Marketing & Ad Sales; Alan Goldstein, Dir./Affil. Sales/Northeast; Michael Hanafee, Dir./Affil. Sales/West; Patricia McCaskill, Dir./Affil. Sales/Mid-Atlantic; Francie Leader, Dir./Affil. Sales/Southeast; Michelle Pickholz, Mgr./Ad Sales/Southeast; Adrian Bogart, Mgr./Ad Sales/Midwest; Ellen Adomdeo, Mrg./Ad Sales/Caribbean & Mex.; Jane Clement, Mgr./Ad Sales/West; Amy Weisman, Mgr./Programming & Mktg.;
REGIONAL OFFICES: Laura Cardello, 605 3rd Ave., New York, NY 10158 (212) 692-3673; Jane Clement, 1545 Wilshire Blvd., Suite 411, Los Angeles, CA 90017 (213) 413-7288.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Travel programming, including destination features, up-to-date business and leisure travel news.
SATELLITE: Satcom IIIR/16
SUBSCRIBER INFORMATION:
Affiliates: 400
As of: 2/1/89
Subscribers: 11,000,000
ADVERTISING:
Local Advertising Available
2 minutes per hour
% of booking fees.

Trinity Broadcasting Network
(303) 650-5515

9020 Yates St.
Westminster, CO 80030
PARENT COMPANY:
TBN
Santa Ana, CA 92711
PERSONNEL: Paul Crouch, President/CEO; Jack Hightower, National Marketing Director;
REGIONAL OFFICES: Gary Smith, 2823 W. Irving Blvd., Irving, TX 75061 (214) 313-1333; Diane Adcock, 1705 Main St., Gadsden, AL 35901 (205) 547-4143; Cam Thomson, PO Box 534, Fishkill, NY 12524 (914) 896-4610; Jim Fuller, 1909 S. 341st Place, Federal Way, WA 98003 (206) 927-7720; Holly Johnson, PO Box A, Santa Ana, CA 92711 (714) 665-2141.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Religious programming, including talk and variety shows, music, preaching, drama, videos, teaching, game shows, church services, health and exercise programs, and special seasonal features.
SATELLITE: Satcom III-R/3
SUBSCRIBER INFORMATION:
Affiliates: 725
As of: 01/01/89
Subscribers: 9,100,000

TNT™
TURNER NETWORK TELEVISION

Turner Network Television
(404) 827-1700

1050 Techwood Drive
Atlanta, GA 30348
PARENT COMPANY:
Turner Broadcasting System Inc.
Atlanta, GA 30348
PERSONNEL: Ted Turner, CEO; Gerry Hogan, President; Scott Sassa, Executive VP; Farrell Reynolds, President/TBS Sales; Arthur Sando, VP/Marketing & Communications; William Merriam, Executive VP/Entertainment Net Operations; Linda Berman, VP/Program Development, Lee Hunt, VP/Creative Director; Neal Baseman, VP/Business Affairs; Nick Lombardo, VP/Production; Turner Cable Network Sales: Terry McGuirk, President; Julia Sprunt, VP Corp. Communications; Robert Thalman, VP Marketing
REGIONAL OFFICES: 303 E. Wacker Drive, Chicago, IL 60601 (312) 565-1717; 1875 Century Park East, Suite 320, Los Angeles, CA 90067; 109 N. Goliad, Rockwell, TX 75087 (214) 226-4948; 600 REN-CEN, Suite 1920, Detroit, MI 48243 (313) 871-3245; 6 East 43rd Street, 8th Floor, New York, NY 10017, (212) 692-5970.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Entertainment, with movies, original specials and children's series
SATELLITE: Satcom III/18
SUBSCRIBER INFORMATION:
Affiliates: 1,512
As of: 2/1/89
Subscribers: 23,000,000
Price/sub: $.15 per sub
ADVERTISING:
Local Advertising Available
4 minutes per hour
$.15 per sub

Univision
(212) 826-5200

767 5th Avenue
New York, NY 10153
PARENT COMPANY:
Univision Holdings Inc.
New York, NY 10017
PERSONNEL: Joaquin Blaya, President; Karen Anderson, VP/Marketing; Rosita Peru, VP/Programming; Emma Carrasco, VP/Communications; Susan Catapano, Affiliate Relations
REGIONAL OFFICES: One Magnificant Mile, Chicago, IL 60611-4501, (312) 944-2199, Brian Pussilano; 600 E. Los Colinas Blvd., Irvin, TX 75039, (214) 869-0202, Martin Dugan; 30700 Telegraph Road, Birmingham, MI 48010, (313) 540-5705, Howard Gladstone; 550 Biltmore Way, Coral Gables, FL 33134, (305) 444-0800, Barry Kandel; 601 Montgomery Street, San Fransisco, CA 94111, (415) 392-2006, Mario Carerra.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Spanish language programming.
SATELLITE: Galaxy I/6
SUBSCRIBER INFORMATION:
Affiliates: 400
As of: 01/01/89
Subscribers: 5,550,000
ADVERTISING:
Local Advertising Available
12 minutes per hour

USA Network
(212) 408-9100

1230 Avenue of the Americas
New York, NY 10020
PARENT COMPANY:
Paramount Pictures Corp./MCA
Los Angeles, CA
PERSONNEL: Kay Koplovitz, President/CEO; David Bender, VP/Research; Andrew Besch, VP/Marketing; Stephen Brenner, Senior VP/Business Affairs; Douglas Holloway, VP/Affiliate Relations; David Kenin, Senior VP/Programming; John Silvestri, Senior VP/Ad Sales; John Cronopulos, VP/Ad Sales, Marketing & Dev.; Ellen Kaye, VP/Research; Elena Szucs, Consumer Promotion Admin.;
REGIONAL OFFICES: Joe Orso, Time & Life Bldg., Chicago, IL 60611 (312) 644-5413; Steve Van Ophuijsen, 2000 Town Center, Suite 2460, Southfield, MI 40875 (313) 353-1200; Bruce Braun,

1900 Avenue of the Stars, Los Angeles, CA 90067 (213) 277-0199.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Original entertainment shows, professional and college sports, children's and young adult shows.
SATELLITE: Galaxy I/21-Satcom IIIR/10
SUBSCRIBER INFORMATION:
Affiliates: 10,100
As of: 01/04/89
Subscribers: 46,433,000
Price/sub: $.18 per sub
ADVERTISING:
Local Advertising Available
2 minutes per hour
RATINGS:
4th Quarter '88
24 Hours: 1.0
8-11: 2.0
RATINGS SOURCE: A.C. Nielsen

VH-1/Video Hits One
(212) 713-6400

1775 Broadway
11th Floor
New York, NY 10019
PARENT COMPANY:
Viacom International, Inc.
New York, NY 10036
PERSONNEL: Thomas Freston, President/CEO; Sara Levinson, Executive VP/New Business Dev.; Lee Masters, Executive VP/VH-1; John Reardon, Executive VP Sales/MTV Networks; Robert Friedman, Sr. VP/Promotion Development; Douglas Greenlaw, Executive VP/New Business Dev.; Jeffrey Rowe, VP/VH-1; Leslye Schaefer, VP Marketing/VH-1; Howard Shimmel, VP/Advertising Sales Research; Russell Naiman, VP/Advertising Sales; Jock McLean, VP/Acquisitions; Carole Robinson, Director, Program Publicity; Kristy Loveman, Publicist
REGIONAL OFFICES: Eastern Region: 1133 Avenue of the Americas, 28th Floor, New York, NY 10036, (212) 944-4041, Hal Wolf; Southeastern Region: 1800 Century Blvd., Suite 280, Atlanta, GA 30345, (404) 320-6808, Kris Bagwell; Central Region: 303 E. Wacker Drive, Suite 428, Chicago, IL 60601, (312) 565-2300, Patti Brennan; Western Region: 10 Universal Plaza, 30th Floor, Universal City, CA 91608, (818) 505-7800, Roberta Koz.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Video music network targeted for the 25-49 year old audience.
SATELLITE: Galaxy III/15, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 2,300
As of: 2/1/89
Subscribers: 30,000,000
ADVERTISING:
Local Advertising Available
2 minutes per hour
RATING SOURCE: A.C. Nielsen

Vision Interfaith Sat. Network
(212) 602-0738

74 Trinity Place
Suite 800
Naw York, NY 10006-2088
PARENT COMPANY:
Natl Interfaith Cable Coalition
New York, NY 10006-2088
PERSONNEL: Dr. Dan Matthews, Chairman; W. Lloyd V. Bane, CEO; Jeff Weber, VP/Programming; William Airy, Director/Affiliate Relations;
REGIONAL OFFICES: 8500 Menaul NE, Albuquerque, NM 87712 (505) 293-9225, William Airy.
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 11:30am-3am daily (EST)
PROGRAM FORMAT: Mainline interfaith, values-based and inspirational programming.
SATELLITE: Satcom IIIR/9
SUBSCRIBER INFORMATION:
Affiliates: 315
As of 2/1/89
Subscribers: 6,200,000
ADVERTISING:
Local Advertising Available

THE WEATHER CHANNEL®

The Weather Channel
(404) 434-6800

2600 Cumberland Parkway
Atlanta, GA 30339
PARENT COMPANY:
Landmark Communications, Inc.
Norfolk, VA 23501
PERSONNEL: Michael Eckert, President; Stan Hunter, VP/Operations & Programming; Rebecca Ruthven, VP/Affiliate Sales; Alan Galumbeck, VP/Information Systems; Patrick Clark, VP/Finance & Admin.; Mike Lerner, VP/Marketing; Ed Peters, VP/Advertising Sales; Mimi Stamper, VP/Operations & Programming; Charlenne Carl, Media Director; Belinda Sym-Smith, Affiliate Marketing Manager; Kathleen Lane, Manager/Public Relations;
REGIONAL OFFICES: 780 Third Ave. 23rd Floor, New York, NY 10017; 435 N. Michigan Ave. 30th Floor, Chicago, IL 60611; 25689 Kelly Rd. Suite D, Roseville, MI 40866; 1925 Century Park East, Suite 830, Los Angeles, CA 90062.
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Local, regional, national and international weather information, with special documentaries scheduled to cover environmental and topical weather situations.
SATELLITE: Galaxy III/13
SUBSCRIBER INFORMATION:
Affiliates: 3,600
As of: 2/1/89
Subscribers: 37,101,000
ADVERTISING:
Local Advertising Available
2 minutes per hour
RATINGS:
24 Hours: 0.2
Primetime: 0.3
7 am - 11 pm: 0.3
Dec 87 vs Dec 88: 0.3 vs 0.2
4th Quarter 87 vs 4th Quarter 88: 0.2 vs 0.3
RATING SOURCE: A.C. Nielsen

WGN

WGN-United Video
(918) 665-6690

WATS(National) . . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
Tulsa, OK 74145
PERSONNEL: Roy Bliss, Executive VP; Jeff Treeman, Senior VP; Dave Wheaton, VP/Treasurer; Anne Wilkerson, General Manager/Video; Sandy Neuzil, Senior VP; Reuben Gant, Manager/Corporate Accounts; Leisha

Haworth, Director/Major Markets; John Hawkins, Manager/Advertising & Promo.; Ira Apt, Director/Marketing Operations;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Chicago superstation featuring movies, series Chicago Cubs baseball games, NCAA basketball/football, children's shows such as Bozo.
SATELLITE: Galaxy I/3
SUBSCRIBER INFORMATION:
Affiliates: 11,415
As of: 2/1/89
Subscribers: 24,900,000
Price/sub: $.10 per sub

WWOR-TV
(315) 455-5955

WATS(National) . . . .(800) 448-3322
112 Northern Concourse
Syracuse, NY 13221

PARENT COMPANY:
Eastern Microwave, Inc.
Syracuse, NY 13221
PERSONNEL: Art Perkins, GM/ Executive VP; Dean Reeman, Executive Director; Gil Korta, National Marketing Director; Laurie Prouty-Silverman, National Sales Manager; Deborah Kaffka, Executive Director; Andrea Roy, Northeast Account Rep.; Lisa McCarthy, Southeast Account Rep.; Kathleen McCall, Western Account Rep.;
TYPE OF SERVICE:
Basic Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: New York Mets, Knicks and Rangers. Variety: Cosby Show, Kate & Allie, The Morton Downey, Jr. Show, news and movies.
SATELLITE: Galaxy I/15
SUBSCRIBER INFORMATION:
Affiliates: 2,600
As of: 01/01/89
Subscribers: 12,500,000
Price/sub: $.01 per sub

WPIX-United Video
(918) 665-6690

WATS(National) . . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145

PARENT COMPANY:
United Video Inc.
Tulsa, OK 74145
PERSONNEL: Roy Bliss, Executive VP; Jeff Treeman, Senior VP; Dave Wheaton, VP/Treasurer; Anne Wilkerson, General Manager/Video; Reuben Gant, Senior VP; Sandy Neuzil, Sales Manager/Video; Leisha Haworth, Director/Major Markets; John Hawkins, Manager/Advertising & Promo.; Ira Apt, Director/Marketing Operations;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: New York superstation offering Sports, including New York Yankees baseball, pro and NCAA football, movies, suspense/ comedy series, and children's shows.
SATELLITE: Spacenet III/15
SUBSCRIBER INFORMATION:
Affiliates: 858
As of: 11/01/88
Subscribers: 9,700,000
Price/sub: $.10 per sub

Regional Entertainment

A.I.B Cable Network, The
(404) 892-0454

1580 Peachtree St.
Atlanta, GA 30309
PARENT COMPANY:
Atlanta Interfaith Broadcasters
Atlanta, GA 30309
PERSONNEL: John Allen, President; O'Lynn Allen, Vice President; John Conant, Chairman of the Board; Alexander Smith, Vice Chairman; Rachel Leftwich, Treasurer; Wade Millican, Secretary;
TYPE OF SERVICE:
Regional Entertainment/Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Locally produced programming from the religious, educational and non-profit sector.
SUBSCRIBER INFORMATION:
Affiliates: 7
As of: 11/01/88
Subscribers: 180,000
ADVERTISING:
Local Advertising Available
1 minute per hour

CTN-Cable TV Network of NJ
(609) 392-4360

128 W State St.
Trenton, NJ 08608
PERSONNEL: William Scott, President; James Debold, Executive Director; Kathleen Layton, Sales Manager; Theresa Dennison, Promotion Manager;
TYPE OF SERVICE:
Regional Entertainment/Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Daytime programming is community service, which includes educational, health and human services, cultural, religious and politics. Evening programming is commercial supported and broad-based.
SUBSCRIBER INFORMATION:
Affiliates: 34
As of: 12/22/88
Subscribers: 1,400,000
ADVERTISING:
Local Advertising Available
6 minutes per hour

Catholic TV Network-Bay Area
(415) 326-7850

324 Middlefield Rd.
Menlo Park, CA 94025
PERSONNEL: Brian Coyne, Shirley Connolly, Program Directors
TYPE OF SERVICE:
Regional Entertainment/Basic
PROGRAM HOURS: 8am-10pm daily
PROGRAM FORMAT: Produce and transmit educational programming for classroom use in grades K-12, for teacher and administator 'in-service' and to meet adult education needs.

SUBSCRIBER INFORMATION:
Affiliates: 200
As of: 01/01/89
Subscribers: 38,000

Classified Channel
(408) 452-3388

1302-A North Fourth St.
San Jose, CA 95112
PARENT COMPANY:
Heritage Communications
Des Moines, IA 50312
PERSONNEL: J.R. Brown, General Manager; Neil Cannon, Senior Account Executive; Laura Worth, Assistant Manager;
TYPE OF SERVICE:
Regional Entertainment/Text
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Classified commercials in fifteen minute segments, which include real estate, general retail, automotive, employment and local scheduled theatre attractions.
SUBSCRIBER INFORMATION:
Affiliates: N.A.
As of: 12/28/88
Subscribers: 192,500
ADVERTISING:
Local Advertising Available

ETC/Ecumenical TV Channel
(216) 533-2243

PO Box 430
Canfield, OH 44406
PARENT COMPANY:
Ecumenical Telecomm. Coalition
Canfield, OH 44406
PERSONNEL: Rev. James Korda, President/ETC; Mitch Stanley, General Manager/CTNY; Peter Molnar, Executive Producer; Dominic Calabro, Videographer/Editor; Patricia Good, Office Manager;
TYPE OF SERVICE:
Regional Entertainment/Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Religious/interfaith programming.
SUBSCRIBER INFORMATION:
Affiliates: 9
As of: 2/1/89
Subscribers: 170,000

KTLA-United Video
(918) 665-6690

WATS(National) . . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video
Tulsa, OK 74145
PERSONNEL: Roy Bliss, Executive VP; Jeff Treeman, Senior VP; Dave Wheaton, VP/Treasurer; Anne Wilkerson, General Manager/Video; Reuben Gant, Senior VP; Sandy Neuzil, Sales Manager/Video; Leisha Haworth, Director/Major Markets; John Hawkins, Manager/Advertising & Promo.; Ira Apt, Director/Marketing Operations;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Los Angeles superstation with over 40 hours of movies each week, along with a variety of series, kid's shows and specials. Coverage of California Angels baseball, as well as the NBA's Los Angeles Clippers.
SATELLITE: Spacenet III/8, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 182
As of: 11/01/88
Subscribers: 4,900,000
Price/sub: $.10 per sub

KTVT-United Video
(918) 665-6690

WATS(National) . . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
Tulsa, OK 74145
PERSONNEL: Roy Bliss, Executive VP; Jeff Treeman, Senior VP; Dave Wheaton, VP/Treasurer; Anne Wilkerson, General Manager/Video; Reuben Gant, Senior VP; Sandy Neuzil, Sales Manager/Video; Leisha Haworth, Director/Major Markets; John Hawkins, Manager/Advertising & Promo.; Ira Apt, Director/Marketing Operations;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours daily
PROGRAM FORMAT: Dallas/Ft. Worth-based superstation with kid's shows, comedy and hit series, movies, and live coverage of Texas Rangers baseball, Dallas Mavericks professional basketball, and several NCAA Bowl games are also included.
SATELLITE: Spacenet III/3,
SUBSCRIBER INFORMATION:
Affiliates: 417
As of: 11/01/88
Subscribers: 3,600,000
Price/sub: $.10 per sub

Life Newsvision
(312) 579-4210

2601 S. Harlem
Berwyn, IL 60402
PARENT COMPANY:
Life Printing and Publishing
Berwyn, IL 60402
PERSONNEL: Dick Stern, General Manager;
TYPE OF SERVICE:
Regional Information/Text
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Character-generated news and information.
SUBSCRIBER INFORMATION:
Affiliates: 4
As of: 01/01/89
Subscribers: 650,000
Price/sub: none
ADVERTISING:
Local Advertising Available
20 sec. spots avail.

News 12 Long Island
(516) 496-1766

One Media Crossways
Woodbury, NY 11797
PARENT COMPANY:
Cablevision Systems
Woodbury, NY 11797
NBC
30 Rockerfeller Plaza
New York, NY 10020
PERSONNEL: Al Ittleson, President; John Hillis, General Manager; Norman Fein, Sr. Executive Producer; Glenn Fishkin, Sr. Executive Producer; Hardie Mintzer, Assignment Manager; Patrick Young, Director Marketing/Promotions; Robert Fennimore, President, Rainbow Ad Sales Corp.; Phil DeCabia, VP/Rainbow Ad Sales Co.; Rusty McCormack, VP/Rainbow Ad Sales Co.;
REGIONAL OFFICES: Rainbow Advertising Sales Co. Woodbury, NY (516) 364-3640; R. McCormack, P. DeCabia-New York, NY (212) 889-3380.
TYPE OF SERVICE:
Regional Information/Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Regional news.
SUBSCRIBER INFORMATION:
Affiliates: 4
As of: 10/01/88
Subscribers: 594,000
ADVERTISING:
Local Advertising Available
4 minutes per hour

Nippon Golden Network, Inc.
(808) 538-1966

567 S. King St.
Suite 110
Honolulu, HI 96813
PERSONNEL: Dennis M. Ogawa, President;
TYPE OF SERVICE:
Pay
PROGRAM HOURS: 35 hours per week/6pm-11pm
PROGRAM FORMAT: Japanese language pay service
SUBSCRIBER INFORMATION:
Affiliates: 6
As of: 11/01/88
Subscribers: 13,600
ADVERTISING:
Local Advertising Available
2 minutes per hour

Pennerama
(814) 863-0023

210 Wagner Building
University Park, PA 16802
PARENT COMPANY:
WPSX-TV/Penn State Television
University Park, PA 16802
PERSONNEL: Marlowe Froke, General Manager; John Grant, Manager; Kathleen Pavelko, Director/ Programming & Prod.; Mary Frances Adams, Promotion Specialist; Deirdre Hines, Manager;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Courses for college credit and informal learning.
SUBSCRIBER INFORMATION:
Affiliates: 28
As of: 12/01/88
Subscribers: 750,000

PSN

PRIME SPORTS NETWORK

Prime Sports Network
(303) 355-7777

250 Steele St.
Suite 300
Denver, CO 80206
PARENT COMPANY:
Daniels & Assoc.
Denver, CO 80209
PERSONNEL: Ed Frazier, President; Matt Tinley, Sr. Vice President; Robert Thompson, VP/General Manager; Gretchen Bunn, Director/Advertising Sales; Chris Bryan, Sr. Vice president
TYPE OF SERVICE:
Regional Sports/Basic
PROGRAM HOURS: 5pm-1am(M-F) 11am-1am(S-S)
PROGRAM FORMAT: Sporting events, live interviews and features.
SUBSCRIBER INFORMATION:
Affiliates: N.A.
As of: 2/1/89
Subscribers: 250,000
SATELLITE: Satcom IR/24
ADVERTISING:
Local Advertising Available

Prism
(215) 668-2210

225 City Line Ave.
Bala Cynwyd, PA 19004
PARENT COMPANY:
Cablevision Systems Corp.
Woodbury, NY 11797
PERSONNEL: Donald Heller, VP/ General Manager; Sam Schroeder, VP/ Assistant General Manager; Lynn Lonker, Director/Programming; Jim Barniak, Sports Director; Robert Ayres, Production Manager; Tom Ferraro, Director/Marketing; Ellen Weinberg, VP/Assistant General Manager; Harold Gronenthal, Mgr./PR & Promotional Services; Joany D'Agostino, Promotions Manager;
REGIONAL OFFICES: 780 Third Ave. 23rd Floor, New York, NY 10017; 435 N. Michigan Ave. 30th Floor, Chicago, IL 60611; 25689 Kelly Rd. Suite D, Roseville, MI 40866; 1925 Century Park East, Suite 830, Los Angeles, CA 90062.
TYPE OF SERVICE:
Regional Entertainment/Sports/Pay
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Theatrical films and sports, including 39 Phillies games, 30 Flyers games, 41 76ers games, Wings Lacrosse, WWF Wrestling, Big 5 Basketball (college), 'PRISM Sports' and Nightly Sports Update Desk.
SUBSCRIBER INFORMATION:
Affiliates: 87
As of: 12/01/88
Subscribers: 430,000
ADVERTISING:
Local Advertising Available
varies per event

Uptown
(212) 304-3000

5120 Broadway
New York, NY 10034
PARENT COMPANY:
Paragon Cable Manhattan
New York, NY 10034
PERSONNEL: Debra Wells, Manager/ Pay Programming; Drew Emerson, Film Acquisition Specialist;
TYPE OF SERVICE:
Pay
PROGRAM HOURS: 8pm-2am daily
PROGRAM FORMAT: Art House movie channel featuring American, Independent and foreign films and classics.
SUBSCRIBER INFORMATION:
Affiliates: 1
As of: 2/1/89
Subscribers: 16,000

Z Channel
(213) 453-1985

1545 26th St.
Santa Monica, CA 90404
PERSONNEL: Joe Cohen, CEO; Jack Williams, President; Dick H. Odson, VP/Finance; Michael Roberge, Director/ Administration; John Figueroa, VP/ Sales & Marketing;
TYPE OF SERVICE:
Regional Entertainment/Sports/Pay
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Sports service: 35 Dodger games, 35 Angels games, 28 Clippers games, boxing events, and movies.
SUBSCRIBER INFORMATION:
Affiliates: 73
As of: 2/1/89
Subscribers: 110,010

Regional Sports

Arizona Sports Prog. Network
(602) 866-0072

17602 N. Black Canyon Highway
PO Box 37827
Phoenix, AZ 85023
PARENT COMPANY:
Times Mirror
Irvine, CA
PERSONNEL: Mark Stucky, President/GM; Ivan Johnson, VP/Public Affairs; Curt Robinson, VP/Marketing; George Allen, Sports Coordinator; Suzee Smith-Everhard, Program Director; Steve Rizley, Director/Ad Sales;
TYPE OF SERVICE:
Regional Sports/Basic
PROGRAM HOURS: 5pm-1am(M-F) 9am-1am(S-S)
PROGRAM FORMAT:
SUBSCRIBER INFORMATION:
Affiliates: N.A.
As of: 2/1/89
Subscribers: 210,000
ADVERTISING:
Local Advertising Available
varies per event

GiantsVision
(415) 468-1453

Candlestick Park
San Fransisco, CA 94124
PARENT COMPANY:
San Francisco Giants
San Francisco, CA 94124
PERSONNEL: Corey Busch, Executive VP/Producer; Eva Bustos, Director/Business Operations; Pam Mays, Affiliate Relations Manager; Michelle Cooper, Director/Business Operations;
TYPE OF SERVICE:
Regional Sports/Pay
PROGRAM HOURS: 3-4 hours/36 days a year
PROGRAM FORMAT: San Francisco Giants baseball home games.
SATELLITE: Westar V/21
SUBSCRIBER INFORMATION:
Affiliates: 62
As of: 12/15/88
Subscribers: N.A.
Price/sub: varies
ADVERTISING:
Local Advertising Available

HSE
HOME SPORTS ENTERTAINMENT

Home Sports Entertainment
(214) 988-9292

2080 North State Highway 360
Dallas, TX 75050
PARENT COMPANY:
Houston Sports Association
Houston, TX 77001
PERSONNEL: Ed Frazier, President; Dick Barron, Executive VP; Joe King, VP/General Manager; Jack Stanfield, VP/Programming; John McIntyre, Director/Operations & Eng.; Jay Finegold, VP/Marketing; Joe Gagliardi, Executive VP; Cindy Harrington, Marketing Manager; Sherry Adams, National Advertising Manager;
REGIONAL OFFICES: 5251 Gulfton, Houston, TX 77081 (713) 661-0078, Joe Gagliardi.
TYPE OF SERVICE:
Regional Sports/Pay
PROGRAM HOURS: 4pm-2am(M-F) 11am-2am(S-S)
PROGRAM FORMAT: Sports, including Houston Rockets, Dallas Mavericks, and San Antonio Spurs basketball, Houston Astros/Texas Rangers baseball and Southwest Conference football.
SATELLITE: Satcom IR/10
SUBSCRIBER INFORMATION:
Affiliates: 250
As of: 12/31/88
Subscribers: 1,000,000
ADVERTISING:
Local Advertising Available
1 minute per hour

Home Team Sports
(202) 728-5300

1111 18th St. NW
Suite 200
Washington, DC 20036
PARENT COMPANY:
Group W Satellite Comm.
Stamford, CT 06904-2210
PERSONNEL: Bill Aber, VP/General Manager; Jody Shapiro, Exec. Producer/Dir. Programming; David Zahra, Controller; Jeff Wagner, Director/Marketing & Sales; Michael Ortman, Affiliate Relations Director; Joe King, Chief Engineer; Darrell Landrum, Asst. Dir./Programming & Op.; Bob Bradley, Marketing Coordinator; Joe Felperin, Advertising Manager; Paul Woodland, Exec. Producer/Dir. Programming; Bob Storin, Promotions Coordinator; Mark Feldman, Sr. Marketing Manager; Mike Krasney, Ad Sales Manager; Jon Cherney, Ad Sales Manager; Greg Myford, Account Executive;
REGIONAL OFFICES: GWSC: 90 Park Ave., New York, NY (212) 557-6550, Greg Regis, Ned Goddard.
TYPE OF SERVICE:
Regional Sports/Pay
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Sports, including Orioles baseball, Capitals hockey, Bulletts basketball, and college events.
SATELLITE: Satcom IV/22
SUBSCRIBER INFORMATION:
Affiliates: 125
As of: 12/01/88
Subscribers: 1,200,000
ADVERTISING:
Local Advertising Available
2 minutes per event

KBL Entertainment Network
(412) 922-9610

294 W. Stueben St.
Pittsburg, PA 15205
PERSONNEL: Patti Ralutz, Program Coordinator; Gil Lucas, Sports & Program Director;
TYPE OF SERVICE:
Regional Sports/Basic
PROGRAM HOURS: vary
PROGRAM FORMAT: Regional sports network featuring Pittsburgh Pirates baseball, Penguins hockey and local college basketball.
SUBSCRIBER INFORMATION:
Affiliates: 13
As of: 01/01/89
Subscribers: 1,200,000

MSG

Madison Square Garden Network
(212) 563-8000

Two Pennsylvania Plaza
New York, NY 10121

PARENT COMPANY:
Gulf & Western
New York, NY
PERSONNEL: Robert Gutkowski, Executive VP/MSG Comm.; Sid Amira, VP/Affiliate Affairs; Lee Berke, VP/MArketing; Martin Brooks, VP/Programming & Network Op.; Douglas Moss, VP/Advertising Sales; Peter Silverman, VP/Executive Producer; Paul Schneider, Director/Public Relations; Ron Speck, General Sales Manager; Jane DiBlasio, Marketing Communications Manager
TYPE OF SERVICE:
Regional Sports/Basic
PROGRAM HOURS: 7pm-1am (extended weekends)
PROGRAM FORMAT: Regional sports and MSG related entertainment; Knicks basketball, Rangers hockey, Yankees baseball, College basketball, football and baseball, horse racing, special events (i.e., Westminster Kennel Club Dog Show and Panasonic Millrose Games); plus regional interest shows.
SATELLITE: Satcom IV/6
SUBSCRIBER INFORMATION:
Affiliates: 112
As of: 2/1/89
Subscribers: 2,300,000
ADVERTISING:
Local Advertising Available

Meadows Racing Network
(412) 563-1224

PO Box 499
Meadow Lands, PA 15347
PARENT COMPANY:
Washington Trotting Assn. Inc.
Meadow Lands, PA 15347
PERSONNEL: John Swiatek, Vice President; Paul Wytker, Marketing Manager; Roger Huston, MRN Show Host; Randy Edmonds, Call-A-Bet Director; Robert Sabot, Publicity Director;
TYPE OF SERVICE:
Regional Sports/Basic
PROGRAM HOURS: 7pm-11:00pm daily
PROGRAM FORMAT: Live racing in which viewers can bet from home.
SATELLITE: Telstar 303/2V
SUBSCRIBER INFORMATION:
Affiliates: 12
As of 2/1/89
Subscribers: 550,000
ADVERTISING:
Local Advertising Available
4 minutes per hour

NESN-New England Sports Network
(617) 536-9233

70 Brookline Ave.
Fenway Park
Boston, MA 02215
PARENT COMPANY:
WSBK-TV/Gillett Comm. Inc.
Boston, MA 02215
PERSONNEL: John Claiborne III, VP/General Manager; Robert Whitelaw, Director/Operations; Donald Reilly, Director/Business Affairs; Jerry McAuliffe, Director/Advertising Sales; Sean McGrail, Director/Marketing; John Slattery, Director/Advertising & Promo; John O'Leary, Jr., Account Executive; Christopher Swan, Director/Operations; David Daniels, Affiliate Representative; Peter Plaehn, Advertising & PR Coordinator;
TYPE OF SERVICE:
Regional Sports/Pay
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Sports, including over 90 Boston Red Sox games, 40 Boston Bruins games plus Stanley Cup playoffs; Hockey East including playoffs; Boston's annual Beanpot Hockey Tournament; Boston College Football; Big East basketball; New England college basketball, football, soccer and lacrosse; WWF wrestling from Boston Garden; boxing, baseball from around the American and National Leagues; tennis; auto racing; candlepin bowling; scuba diving; professional indoor lacrosse and more.
SATELLITE: Satcom IV/13
SUBSCRIBER INFORMATION:
Affiliates: 171
As of: 01/01/89
Subscribers: 317,201
ADVERTISING:
Local Advertising Available
3 minutes per event

Niagara Frontier Sports Network
(716) 856-7300

WATS(National) . . .(800) 333-PUCK
Memorial Auditorium
140 Main St.
Buffalo, NY 14202
PARENT COMPANY:
Niagara Frontier Hockey L.P.
Buffalo, NY 14202
PERSONNEL: Paul Wieland, Executive Producer; Don Angelo, Sales Manager;
REGIONAL OFFICES: NFSN 699 Hertel Ave., Buffalo, NY 14202
TYPE OF SERVICE:
Regional Sports/Basic
PROGRAM HOURS: Limited to event
PROGRAM FORMAT: Live coverage of NHL Hockey and college sports.
SUBSCRIBER INFORMATION:
Affiliates: 13
As of: 11/21/88
Subscribers: 800,000
ADVERTISING:
Local Advertising Available
RATING SOURCE: Arbitron (per event)

Northwest Cable Sports Network
(206) 462-2620

1215 114th Ave. SE
Bellevue, WA 98004
PARENT COMPANY:
TCI/Viacom
Bellevue, WA 98004
TYPE OF SERVICE:
Regional Sports
PROGRAM HOURS: 4:30pm-12am daily
PROGRAM FORMAT: College and professional sports.
SATELLITE: Westar V/11
SUBSCRIBER INFORMATION:
Affiliates: 3
As of: 01/04/89
Subscribers: 700,000
ADVERTISING:
Local Advertising Available
2 minutes per hour

PASS-Pro Am Sports System
(313) 930-7277

24 Frank Lloyd Wright Drive
Ann Arbor, MI 48106
PARENT COMPANY:
Domino's Pizza
Ann Arbor, MI 48105
PERSONNEL: Bill Wischman, General Manager; Bill Glenn, Program Director/Exec. Producer; Bill Moren, Marketing/Affil. Relations Dir.; Kathi Hunt, Business Manager;
TYPE OF SERVICE:
Regional Sports/Pay
PROGRAM HOURS: 6pm-12am(M-F) weekends vary
PROGRAM FORMAT: Detroit Tigers, Detroit Pistons, Detroit Red Wings; University of Michigan and Michigan State basketball and hockey. Harness

and thoroughbredhorse racing, professional boxing, tennis, etc.
SATELLITE: Spacenet III/11
SUBSCRIBER INFORMATION:
Affiliates: 173
As of: 10/01/88
Subscribers: 523,000

Prime Ticket Network
(213) 672-8000

401 S. Prairie Ave.
Suite 104
Inglewood, CA 90301
PERSONNEL: John Severino, President/CEO; Tony Acone, Assistant to the Chairman; Don Corsini, VP/Programming Production; Brent Imai, Executive Producer; Lori Gutknecht, Director/Communications; Kathryn Gregoryk, Controller; Mike Kincaid, VP/Sales; Tim Krass, Marketing Manager; Bob Billeci, VP/Engineering
TYPE OF SERVICE:
Regional Sports/Basic
PROGRAM HOURS: 5pm-12am
PROGRAM FORMAT: Regional sports.
SATELLITE: Satcom 4/20
SUBSCRIBER INFORMATION:
Affiliates: 94
As of: 2/1/89
Subscribers: 3,300,000
ADVERTISING:
Local Advertising Available
2 minutes per hour

San Diego Cable Sports Network
(619) 263-9251

5159 Federal Blvd.
San Diego, CA 92105
PARENT COMPANY:
Cox Cable Comm.
San Diego, CA 92105
PERSONNEL: Marty Youngman, Pay-Per-View Manager;
TYPE OF SERVICE:
Regional Sports/PPV
PROGRAM FORMAT: 41 San Diego Padres home baseball games and San Diego State University sports.
SUBSCRIBER INFORMATION:
Affiliates: 6
As of: 2/1/89
ADVERTISING:
Local Advertising Available
varies per event

SportsChannel Florida
(407) 994-0250

2295 Corporate Blvd. NW
Boca Raton, FL 33062
PARENT COMPANY:
Cablevision Systems
Woodbury, NY 11797
NBC
30 Rockerfeller Plaza
New York, NY 10020
PARENT COMPANY:
Cablevision Systems
Woodbury, Y 11797
NBC
30 Rockerfeller Plaza
New York, NY 10020
PERSONNEL: Jeffrey Genrhner, General Manager; William Thomas, Director/Broadcasting & Prog.; Harlan Singer, Production Manager; Rod Mickler, Director/Marketing & Sales; Donna Jean, Director/Broadcasting & Prog.; Susan Montague, Affiliate Marketing Coord.;
TYPE OF SERVICE:
Regional Sports/Pay
PROGRAM HOURS: 5pm-1am(M-F) 12pm-1am(S-S)
PROGRAM FORMAT: Regional and national sports.
SATELLITE: Satcom IV/14
SUBSCRIBER INFORMATION:
Affiliates: 20
As of: 12/01/88
Subscribers: 450,000

SportsChannel New England
(617) 933-9300

10 Tower Office Park
Suite 600
Woburn, MA 01801
PARENT COMPANY:
Cablevision Systems
Woodbury, NY 11797
NBC
30 Rockerfeller Plaza
New York, NY 10020
PERSONNEL: Mitchell Freund, VP/General Manager; Stevan Reagan, Director/Operations; William Powell, Director/Affil. Mktg. & Sales; Patrice Driscoll-Stigliano, Director/Operations; Jeffrey Landis, Public Relations Manager; Paul Freehauf, Product Manager;
TYPE OF SERVICE:
Regional Sports/Pay
PROGRAM HOURS: 6pm-2am(M-F) 1pm-2am(S-S)
PROGRAM FORMAT: Sports, including Boston Celtics home games and playoffs, 55 games/playoffs of the Hartford Whalers, college basketball, baseball, football and hockey, thoroughbred horse racing.
SATELLITE: Satcom IV/23
SUBSCRIBER INFORMATION:
Affiliates: 154
As of: 2/1/89
Subscribers: 1,028,431
ADVERTISING:
Local Advertising Available
varies per event

SportsChannel℠

SportsChannel New York
(516) 364-2222

150 Crossways Park West
Woodbury, NY 11797
PARENT COMPANY:
Cablevision Systems
Woodbury, NY 11797
NBC
30 Rockerfeller Plaza
New York, NY 10020
PERSONNEL: Bob Pollichino, VP/General Manager; Jerry Passaro, Director/Programming; Rich Kahn, Director/Marketing & PR; Bob Fennimore, Ad Sales
TYPE OF SERVICE:
Regional Sports/Pay
PROGRAM HOURS: 6:30pm-1am daily
PROGRAM FORMAT: Sports, including coverage of the New York Mets, New York Islanders, New Jersey Devils and New Jersey Nets.
SATELLITE: Satcom IV/12
SUBSCRIBER INFORMATION:
Affiliates: 100
As of: 01/01/89
Subscribers: 1,300,000
ADVERTISING:
Local Advertising Available
varies per event

St. Louis Cardinals Cable Net.
(314) 576-4446

14522 S. Outer 40 Road
Suite 300
Chesterfield, MO 63017
PARENT COMPANY:
Cencom Cable Assoc. Inc.
Chesterfield, MO 63017
PERSONNEL: John Clark, Jr., VP/Marketing & Programming; Tim Morrison, Manager/Marketing Development;

TYPE OF SERVICE:
Regional Sports/PPV & Pay
PROGRAM HOURS: varies with each event
PROGRAM FORMAT: 50 baseball games. Each live telecast immediately followed by complete taped replay. Programming available in both season package format or individual games on a pay-per-view basis.
SUBSCRIBER INFORMATION:
Affiliates: 6
As of: 12/01/88
Subscribers: 10,200
ADVERTISING:
Local Advertising Available

SUNSHINE NETWORK

Sunshine Network
(407) 774-0070

2170 State Road
Suite 424
Longwood, FL 32779
PARENT COMPANY:
Home Sports Entertainment
Houston, TX 77081
PERSONNEL: Dave Almstead, General Manager; Cheri Jacobs-Lewis, Director/Ad Sales; Thom Hastings, Senior Producer; Steve Hull, Director/Public Affairs; Charles Salzer, Sports Info. Director; Cathy Dolph, Mktg./Affiliate Relations Mgr.;
REGIONAL OFFICES: Florida State Sports Office: 1706-D Capital Circle NE, Tallahassee, FL 32308 (904) 658-8000; Public Affairs Office: 433 N. Magnolia Drive, Tallahassee, FL 32306 (904) 878-0237.
TYPE OF SERVICE:
Regional Entertainment/Sports/Basic
PROGRAM HOURS: 5pm-1am(M-F) 12pm-1am(S-S)
PROGRAM FORMAT: Regional sports and public affairs; sports features 100 major league baseball games of the Minnesota Twins, Baltimore Orioles, Texas Rangers, and Houston Astros. Programming also includes approximately 75 college football games, 41 college baseball games and 110 college basketball games featuring Florida State, Stetson, and Florida A & M.
SATELLITE: Satcom IR/11,
SUBSCRIBER INFORMATION:
Affiliates: 200
As of: 01/01/89
Subscribers: 2,310,000
ADVERTISING:
Local Advertising Available

Sportsvision
(312) 524-9444

820 W. Madison
Oak Park, IL 60302
PARENT COMPANY:
Cablevision Systems
Woodbury, NY 11797
NBC
30 Rockerfeller Plaza
New York, NY 10020
PERSONNEL: James Corno, VP/General Manager; John Tuohey, Dir./Programming & Operations; Cindy Stanley, Director/Business Operations; Julie Johnson, Sales & Marketing Manager; Kelly Sullivan, Dir./Programming & Operations; Greg Harris, Affiliate Sales Manager;
REGIONAL OFFICES: Rainbow Advertising Sales Co. 260 Madison, 14th Floor, New York, NY 10016, (212) 889-3380, Phil DeCabia.
TYPE OF SERVICE:
Regional Sports/Basic
PROGRAM HOURS: 5pm-12am(M-F) 8am-12pm(S-S)
PROGRAM FORMAT: Sports, featuring the Chicago Bulls, Blackhawks and White Sox as well as college sports.
SATELLITE: Satcom IV/9
SUBSCRIBER INFORMATION:
Affiliates: 50
As of: 2/1/89
Subscribers: 1,507,270
ADVERTISING:
Local Advertising Available
varies per event

TSC-The Sports Channel
(512) 224-2067

600 E. Market
San Antonio, TX 78205
PARENT COMPANY:
Sports Channel, Inc.
San Antonio, TX 78205
PERSONNEL: Gary Woods, President; Lawrence Payne, Vice President;
TYPE OF SERVICE:
Pay
PROGRAM HOURS: 6pm-1am(M-F) 12pm-1am(S-S)
PROGRAM FORMAT: Sports, featurings: San Antonio Spurs basketball Houston Astros and Texas Rangers baseball and college sports.
SUBSCRIBER INFORMATION:
Affiliates: N.A.
As of: 2/1/89
Subscribers: N.A.
ADVERTISING:
Local Advertising Available
12 minutes per hour

Non-Satellite Fed Services

Cable Video Entertainment, Inc.
(201) 941-6700

The Cableview Building
Edgewater, NJ 07020
PARENT COMPANY:
Winmar Enterprises, Inc.
Edgewater, NJ 07020
PERSONNEL: Irwin Cohen, Chairman; Richard Sullivan, President; Chris Monaco, VP/Production; Deidre Nelson, Director/Advertising; Mark Rubin, Sandy Messinger, Affiliate Sales and Public Relations;
TYPE OF SERVICE:
Non-Satellite Fed National
PROGRAM HOURS: varies
PROGRAM FORMAT: Half hour monthly cable promotion show: '*Curtain Going Up.*' Thirty second tune-in spots and sixty second radio spots.
SUBSCRIBER INFORMATION:
Affiliates: 200
As of: 12/01/88
Subscribers: 1,500,000
ADVERTISING:
Local Advertising Available
4 minutes per hour

Vector Consumer Shopping Guide
(213) 452-6134

1930 14th St.
Santa Monica, CA 90404
PERSONNEL: Russell Smith, President/CEO; William Berger, CFO; Gloria Senior, Director/Marketing;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Alphanumeric consumer shopping with 100 food & non-food items.
SUBSCRIBER INFORMATION:
Affiliates: 6
As of: 01/03/89
Subscribers: 300,000

Pay Programming

American Exxxtasy
(212) 696-1221

WATS(National) . . . .(800) 824-2454
419 Park Ave. South
Suite 400
New York, NY 10016
PARENT COMPANY:
Home Dish Satellite Networks
New York, NY 10016
PERSONNEL: Paul Klein, President; Jeffrey J. Younger, Executive VP; Robert Kramer, CFO; Gibi Brown, VP/Sales & Affiliate Relations; Collete Connor, VP/Adv. & Promotion; John Amero, Executive VP; Michael Kashmer, Dir./Affiliate Sales;
TYPE OF SERVICE:
Pay
PROGRAM HOURS: 7pm-6am (EST)
PROGRAM FORMAT: Adult movies and entertainment.
SATELLITE: Spacenet I/18
SUBSCRIBER INFORMATION:
Affiliates: 100
As of: 01/16/89
Subscribers: 28,000

cinemax®

Cinemax
(212) 512-1000

1100 Avenue of the Americas
New York, NY 10036
PARENT COMPANY:
Time Inc.
New York, NY 10020
PERSONNEL: Michael Fuchs, Chairman/CEO; Thayer Bigelow, President; Jeff Bewkes, CFO; Dan Levinson, VP/Advertising; John Billock, Senior VP/Advertising; Barbara Jaffe, VP/Sales, Promo & Development; Dave Baldwin, VP/Program Planning; Peter Frame, Executive VP/Affil. Sales & Op.; Kathleen Brancato, Promotion Manager
REGIONAL OFFICES: Lennox Bldg. 3399 Peachtree Road NE, Atlanta, GA 30326 (404) 239-6600; 6250 N. River Road, Suite 10-300, Rosemont, IL 60018 (312) 318-5100; 12750 Merit Drive, Suite 1200, Dallas, TX 75251 (214) 450-1000; The Quadrant, 5445 DTC Parkway, Suite 700, Englewood, CO 80111 (303) 220-2900; 6363 NW 6th Way, Suite 410, Ft. Lauderdale, FL 33309 (305) 491-0411; 9401 Indian Creek Parkway, Suite 850, Overland Park, KS 66210 (913) 451-5100; 2049 Century Park East, Suite 4100, Los Angeles, CA 90067 (213) 201-9200; Studio: 120A E. 23rd St. New York, NY 10010, (212) 512-7800; Communications Center: 300 New Highway, Hauppage, NY 11788, (516) 361-8200; One Bala Cynwyd Plaza, Suite 440, 231 St. Asaphs Road, Bala Cynwyd, PA 19004 (215) 668-6500; Two Embarcadero Center, Suite 840, San Francisco, CA 94111 (415) 765-7700.
TYPE OF SERVICE:
Pay
PROGRAM HOURS: 24 hours daily
PROGRAM FORMAT: Movies, original music and comedy specials, entertainment documentaries.
SATELLITE: Satcom IIIR/23 & Galaxy 1/19
SUBSCRIBER INFORMATION:
Affiliates: 4,400
As of: 2/1/89
Subscribers: 6,000,000

The Disney Channel
America's Family Network™

Disney Channel, The
(818) 569-7500

3800 W. Alameda Ave.
Burbank, CA 91505
PARENT COMPANY:
The Walt Disney Company
Burbank, CA 91521
PERSONNEL: John Cooke, President; Stephen Fields, Sr. VP/Original Programming; Peggy Christianson, VP/Creative Affairs; Patrick Davidson, Vice President; Paulo De Oliveira, VP/Program Development; Bruce Rider, VP/Programming; Frederick Kuperberg, VP/Business & Legal Affairs; Mark Handler, VP/Sales & Affiliate Marketing; Charles Nooney, VP/Affiliate Operations; Winifred Wechsler, VP/New Business Development; Edwin Lanti, VP/Production
TYPE OF SERVICE:
Pay
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Family entertainment: original films, specials and series, as well as classic Hollywood motion pictures.
SATELLITE: Galaxy I/4 & 24
SUBSCRIBER INFORMATION:
Affiliates: 5,000
As of: 2/1/89
Subscribers: 4,000,000

HBO®

HBO-Home Box Office
(212) 512-1000

1100 Avenue of the Americas
New York, NY 10036
PARENT COMPANY:
Time Inc.
New York, NY 10020
PERSONNEL: Michael Fuchs, Chairman/CEO; Thayer Bigelow, President; Jeff Bewkes, CFO; Seth Abraham, Senior VP/Programming

Operations & Sports; Bridget Potter, Senior VP/Original Programming; Leslie Jacobsen, Senior VP/Business Affairs & Administration; Dan Levinson, VP/Advertising; John Billock, Senior VP/Marketing; Barbara Jaffe, VP/Sales, Promo & Development; Peter Frame, Executive VP/Affil. Sales & Op.;
REGIONAL OFFICES: Lennox Bldg. 3399 Peachtree Road NE, Atlanta, GA 30326 (404) 239-6600; 6250 N. River Road, Suite 10-300, Rosemont, IL 60018 (312) 318-5100; 12750 Merit Drive, Suite 1200, Dallas, TX 75251 (214) 450-1000; The Quadrant, 5445 DTC Parkway, Suite 700, Englewood, CO 80111 (303) 220-2900; 6363 NW 6th Way, Suite 410, Ft. Lauderdale, FL 33309 (305) 491-0411; 9401 Indian Creek Parkway, Suite 850, Overland Park, KS 66210 (913) 451-5100; 2049 Century Park East, Suite 4100, Los Angeles, CA 90067 (213) 201-9200; Studio: 120A E. 23rd St. New York, NY 10010, (212) 512-7800; Communications Center: 300 New Highway, Hauppage, NY 11788, (516) 361-8200; One Bala Cynwyd Plaza, Suite 440, 231 St. Asaphs Road, Bala Cynwyd, PA 19004 (215) 668-6500; Two Embarcadero Center, Suite 840, San Francisco, CA 94111 (415) 765-7700.
TYPE OF SERVICE:
Pay
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Motion pictures, new entertainment specials, including music, comedy, original drama, documentary and series programming; sports, special events, and family programs.
SATELLITE: Satcom IIIR/13 & Galaxy I/23, VideoCipher encrypted
SUBSCRIBER INFORMATION:
Affiliates: 7,500
As of: 2/1/89
Subscribers: 17,000,000

Movie Channel, The
(212) 708-1645

1633 Broadway
New York, NY 10019
PARENT COMPANY:
Showtime Networks Inc.
New York, NY 10019
PERSONNEL: Winston 'Tony' Cox, Chairman/CEO; Ron Bernard, President/ Viacom Networks Group; Jack Heim, Exec. VP/Sales & Affil. Mktg.; Fred Schneier, Exec. VP/Programming; Nora Ryan, Senior VP/Marketing; Matt Blank, Exec. VP/Marketing; Rick Howe, Senior VP/Affiliate Mktg.; Stu Ginsburg, VP/Press & Public Relations; Harry Bernstein, VP/Film Acquisition
REGIONAL OFFICES: New York, Los Angeles, Houston, Chicago, Atlanta, Denver, San Francisco, Cincinnati, Garden City NY, Portland OR, Ft. Lauderdale FL and Kansas City MO.
TYPE OF SERVICE:
Pay
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: All-movie cable network.
SATELLITE: Galaxy I/10
SUBSCRIBER INFORMATION:
Affiliates: 3,250
As of: 2/1/89
Subscribers: 2,700,000

Playboy Channel, The
(213) 659-4080

8560 Sunset Blvd.
Los Angeles, CA 90069
PARENT COMPANY:
Playboy Enterprises Inc.
Chicago, IL 60611
PERSONNEL: Christie Hefner, Chairman/CEO; Richard Sowa, President/Playboy Video Entertainment Group; Que Spaulding, President/ Playboy Prog. Dist.; Mike Hale, VP/ Marketing & Product Dev.; Michael Fleming, VP/Sales & Affiliate Relations; Allan Schwartz, Executive VP/Playboy Programs; Andrew Trentacosta, Director/ Film Acquisitions; Bill Farley, Regional Dir./Corporate Comm.; Mary Beth Callahan, Manager, Corporate Marketing; Emily Wollman, Manager/ Creative Services; Jeff Ophime, Manager/Marketing Fulfillment;
REGIONAL OFFICES: Western Region: Michael Feinner/Regional Vice President, 8650 Sunset Blvd., Los Angeles, CA 90060, (213) 659-4080; Central Region: Brian Quirk/Regional Vice President, 919 N. Michigan Ave., Chicago, IL 60611, (312) 751-8000; Eastern Region: Jack Matthews/ Regional Vice President, 1400 Lake Hearn Drive, Suite 325, Atlanta, GA 30319, (404) 843-5780.
TYPE OF SERVICE:
Pay
PROGRAM HOURS: 8pm-6am daily (EST)
PROGRAM FORMAT: Adult-oriented programming, including original series, specials and specially-selected 'R' movies.
SATELLITE: Satcom IV/24
SUBSCRIBER INFORMATION:
Affiliates: 550
As of: 12/05/88
Subscribers: 470,000

Showtime
(212) 708-1552

1633 Broadway
New York, NY 10019
PARENT COMPANY:
Showtime Networks Inc.
New York, NY 10019
PERSONNEL: Winston 'Tony' Cox, Chairman/CEO; Ron Bernard, President/ Viacom Networks Group; Jack Heim, Exec. VP/Sales & Affil. Mktg.; Fred Schneier, Exec. VP/Programming; Steve Hewitt, Senior VP/Original Programming; Rick Howe, Senior VP/ Affiliate Marketing; Gary Keeper, Senior VP/Original Programs; Ann Foley Plunkett, Senior VP/Creative Services; Nora Ryan, Senior VP/ Marketing; Jim Miller, Senior VP/ Program Acquisitions & Planning; Matt Blank, Exec. VP/Marketing; Rick Howe, Senior VP/Affiliate Mktg.; Stu Ginsburg, VP/Press & Public Relations;
REGIONAL OFFICES: New York, Los Angeles, Dallas, Houston, Chicago, Atlanta, Denver, Cincinnati, San Francisco, Garden City NY, Portland OR, Ft. Lauderdale FL, and Kansas City MO.
TYPE OF SERVICE:
Pay
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Movies, comedy series and specials, concerts, Broadway plays, original movies and mini-series, championship boxing, and family programs.
SATELLITE: Galaxy I/5
SUBSCRIBER INFORMATION:
Affiliates: 6,000
As of: 2/1/89
Subscribers: 6,600,000

Audio Services

Bible Broadcasting Network
(804) 547-9421

PO Box 1818
Chesapeake, VA 23320
PARENT COMPANY:
Bible Broadcasting Network
Chesapeake, VA 23320
PERSONNEL: Lowell Davey, President; Leo Galletta, Network Operations Manage; Keith Wohlenhaus, Business Manager; Harold Richards, Satellite Operations Manager; Ken Sparks, Station Operations Manager;
TYPE OF SERVICE:
Audio
PROGRAM HOURS: 24 hours daily
PROGRAM FORMAT: Christian music, Bible teaching programs and BBN News.
SATELLITE: Westar IV/10
SUBSCRIBER INFORMATION:
Affiliates: 44
As of: 12/05/88
Subscribers: N.A.
Price/sub: none

Cable Radio Network
(818) 352-7152

WATS(National) . . . .(800) 336-2225
10487 Sunland Blvd.
Sunland, CA 91040
PERSONNEL: Michael Horn, President; Melody Kishimoto, Business Manager; Robert Lane, Production Director; Susan Watters, Affiliate Relations;
TYPE OF SERVICE:
Audio
PROGRAM HOURS: 24 hours
SATELLITE: Satcom III R/II
SUBSCRIBER INFORMATION:
Affiliates: 56
As of: 11/01/88
Subscribers: 1,800,387
ADVERTISING:
Local Advertising Available
6 minutes per hour

Galactic Radio
(303) 792-3111

WATS(National) . . . .(800) 525-7002
9697 E. Mineral Ave.
Englewood, CO 80112
PARENT COMPANY:
Jones International, Ltd.
Englewood, CO 80112
PERSONNEL: Glenn Jones, CEO; James Krejci, President; Jeffrey Hansen, General Manager; Steve Grenzow, Manager/Operations & Prog.; Sharon Sall, Affiliate Relations Coord.; Chery Grund, President; Cindy Eichner, Western Territory Rep.;
TYPE OF SERVICE:
Audio
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Six stereo formats: New Age/Jazz, Light 'n Lively Rock, Soft Sounds, America's Country Favorites, Your Hot Rock Connection and Classical Collections. Four News/Talk/Sports/Business radio superstations. KOA(Denver), KSJN (Minneapolis), WCCO (Minneapolis), KDZR (Denver). Also In-Touch Network, a radio reading service for the visually-impaired.
SATELLITE: Galaxy III/11
SUBSCRIBER INFORMATION:
Affiliates: 78
As of: 03/01/89
Subscribers: 1,350,000
Price/sub: varies by format
ADVERTISING:
Local Advertising Available
2 minutes per hour

Greek Radio Network of America
(215) 565-9510

60 Old State Road
Media, PA 19063
PERSONNEL: Harry P. Pappas, President/CEO; Ken Alderfer, Director/Operations; Nakis Yannopoulos, Director/Engineering; Kostas Vasilakis, Director/Programming;
TYPE OF SERVICE:
Audio
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Greek language/English programs including news reports, live soccer matches from Greece, as well as cultural, religious and educational.
SATELLITE: Galaxy I/15
SUBSCRIBER INFORMATION:
Affiliates: N.A.
As of: 2/1/89
Subscribers: N.A.

KKGO-United Video
(918) 665-6690

WATS(National) . . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
Tulsa, OK Roy74145
PERSONNEL: Roy Bliss Executive VP, Jeff; Treeman Senior VP, Dave; Wheaton VP/TreasurerAnne Wilkerson, General Manager/Video; Reuben Gant, Dave; Sandy Neuzil, Sales Manager/Video; Leisha Haworth, Director/Major Markets; Ira Apt, Director/Marketing Operations;
TYPE OF SERVICE:
Audio
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Jazz sounds from the Big Bands of the 40's to progressive fusion originating from Los Angeles.
SATELLITE: Spacenet III/8
SUBSCRIBER INFORMATION:
Affiliates: 22
As of: 11/01/88
Subscribers: 242,000

Moody Broadcasting Network
(312) 329-4433

WATS(National) . . . .(800) 621-7031
820 North LaSalle Dr.
Chicago, IL 60610
PARENT COMPANY:
Moody Bible Institute
Chicago, IL 60610
PERSONNEL: Robert Neff, VP/Broadcasting; Wayne Shepherd, Manager/Programming; Doug Hastings, Dir/Production & Operations; Bob West, Dir/Network Development; David Woodworth, Manager/Programming; Becky Horne, Representative; Dan Deal, Representative;
TYPE OF SERVICE:
Audio
PROGRAM HOURS: 168 hours per week
PROGRAM FORMAT: Educational programming, two-way talk, teaching, drama, news, public affairs and middle-of-the-road Christian music.
SATELLITE: Spacenet IIIR/13

SUBSCRIBER INFORMATION:
Affiliates: 63
As of: 2/1/89
Subscribers: 1,058,368
Price/sub: none

Satellite Radio Network
(713) 446-1180

WATS(National) . . . .(800) 438-6311
121 W. First St.
Humble, TX 77338
TYPE OF SERVICE:
Audio Services
PROGRAM HOURS: 24 hours daily
PROGRAM FORMAT: Religious programming talk, music, teaching programs.
SATELLITE: Galaxy I/17
SUBSCRIBER INFORMATION:
Affiliates: 237
As of: 2/1/89
SUBSCRIBER INFORMATION:
483,000

Seeburg/AEI Music Network
(919) 851-5823

WATS(National) . . . .(800) 334-1561
5706 New Chapel Hill Road
Raleigh, NC 27607
PARENT COMPANY:
AEI Music Network
Seattle, WA 98122
PERSONNEL: Michael Malone, President/CEO; Geoff Meagher, Executive Vice President; Barry Horn, Executive Vice President; Bonnie Sullivan, CATV Manager;
TYPE OF SERVICE:
Audio
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: LIFESTYLE: Contemporary instrumental. INTERIORS: Original artist instrumental. STARTRACKS: All time pop hits of the 60's, 70's, and 80's by original artists. DEBUT: Top 40, Hot 100 and new releases by original artists.
SATELLITE: Galaxy I/3
SUBSCRIBER INFORMATION:
Affiliates: 178
As of: 11/01/88
Subscribers: 400,000
Price/sub: $.01 per sub

Tempo Sound
(918) 496-3200

PO Box 702160
Tulsa, OK 7417036
PARENT COMPANY:
Tempo Enterprises, Inc.
Tulsa, OK 74170
PERSONNEL: Edward Taylor, Chairman; Selman Kremer, Executive Vice President; Barry Brune, President; Sharon Ferguson Metz, Director/Tempo Sound; Teresa Russell-Warren, Executive Vice President; Betsy Smith, Sales Manager/Rocky Mountain;
TYPE OF SERVICE:
Audio
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Album-Oriented Rock: Adult Contemporary, Big Bands, Country & Western, Easy Listening, 50s, 60s & 70s, In-Touch.
SATELLITE: SatcomIIIR/6
SUBSCRIBER INFORMATION:
Affiliates: 125
As of: 2/1/89
Subscribers: 1,250,000
Price/sub: $.03 per sub

WFMT-United Video
(918) 665-6690

WATS(National) . . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
Tulsa, OK 74145
PERSONNEL: Roy Bliss, Executive VP; Jeff Treeman, Senior VP; Dave Wheaton, VP/Treasurer; Anne Wilkerson, General Manager/Video; Sandy Neuzil, Senior VP; Reuben Gant, Manager/Corporate Accounts; Leisha Haworth, Director/Major Markets; John Hawkins, Manager/Advertising & Promo.; Ira Apt, Director/Marketing Operations;
TYPE OF SERVICE:
Audio
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Fine arts, classical FM music live from Chicago.
SATELLITE: Galaxy I/1
SUBSCRIBER INFORMATION:
Affiliates: 170
As of: 2/1/89
Subscribers: 1,425,000

Shopping Networks

America's Shopping Channel
(619) 258-1060

1919A Friendship Dr.
El Cajon, CA 92020
PERSONNEL: Roy Berlin, President; Richard Berlin, VP/Operations; Frances Berlin, Senior VP/Merchandise; Alan VP/MerchandiseEllen Kaplan, Director/Marketing;
TYPE OF SERVICE:
Shopping
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Stand alone video retailer. Each market includes its own studio, warehouse and pick-up stores.
SUBSCRIBER INFORMATION:
Affiliates: 5
As of: 11/01/88
Subscribers: 1,000,000

CVN™
THE SHOPPING CHANNEL

CVN-Cable Value Network
(612) 559-8000

WATS(National) . . . .(800) 422-2454
1405 N. Xenium Lane North
Plymouth, MN 554417
PARENT COMPANY:
CVN Companies, Inc.
Plymouth, MN 55441
PERSONNEL: Ted Deikel, CEO; William Kelley, President/COO; Grant Oppegaard, Executive VP/Operations; George Walters, Executive VP/Mail Order; Roger Cloutier, Chief Financial Officer; Mitchell Joelson, Senior VP/CVN; Greg Lerman, Senior VP/Merchandising; Barry Norton, VP/CVN Marketing; Glenn Leidahl, President/COO; Dave Gundersen, Director/CVN Adv. & Promo.; Frank Keenan, Director/CVN Programming; William Harris, Director/CVN TV On-Air Merch.; Dean Hahn-Carlson,

Director/CVN TV Marketing; John Haynes, Director/CVN TV On-Air Oper.;
REGIONAL OFFICES: 5655 S. Yosemite, Suite 105, Englewood, CO 80111 (303) 770-7740, Chuck Price.
TYPE OF SERVICE:
Shopping
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Special shows-Sunrise Edition, Monday through Friday: High Tech Toys and Electronics, Fine Jewelry Collection.
SATELLITE: Galaxy III/9
SUBSCRIBER INFORMATION:
Affiliates: 1,850
As of: 2/1/89
Subscribers: 21,000,000
Price/sub: none

FNN:TelShop
(212) 891-7444

320 Park Ave.
New York, NY 10022
PARENT COMPANY:
Financial News Network
Los Angeles, CA 90045
PERSONNEL: John Berentson, Executive VP/General Manager; Anthony Kawas, VP/Operations; William Kisselman, VP/Merchandise; Robert Regan, VP/Executive Producer;
TYPE OF SERVICE:
Shopping
PROGRAM HOURS: 12am-6:30pm(M-F) 3am-5pm(S-S)
PROGRAM FORMAT: Video merchandising. Produced from Los Angeles.
SATELLITE: Satcom IIIR/11-Satcom IV/6
SUBSCRIBER INFORMATION:
Affiliates: 1,350
As of: 2/1/89
Subscribers: 14,800,000

Fashion Channel, The
(612) 559-8000

1405 Xenium Lane North
Minneapolis, MN 55441
PARENT COMPANY:
CVN Companies, Inc.
Minneapolis, MN 55441
PERSONNEL: Glenn Leidahl, VP/Affiliate Relations; Susan Stauffer, Vice President;
TYPE OF SERVICE:
Shopping
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Specialty shopping devoted to apparel and accessories for men, women and children, with additional features of fashion merchandise for the home and selected fashion jewelry.
SATELLITE: Satcom IIIR/1
SUBSCRIBER INFORMATION:
Affiliates: 604
As of: 01/17/89
Subscribers: 9,900,000

HSN℠
HOME SHOPPING NETWORK

HSN1-Home Shopping Network 1
(813) 572-8585

PO Box 9090
Clearwater, FL 34618-9090
PARENT COMPANY:
Home Shopping Network, Inc.
St. Petersburg, FL 33716
PERSONNEL: Roy M. Speer, Chairman/CEO; Lowell W. Paxson, President; Les Wandler, CFO; Bill Doten, Senior VP/Marketing; Frank Strangis, VP/Cable Marketing; Wendy Sikora, Cable Marketing Director; Cynthia Sparo, Cable Markting Manager; Scott B. Campbell, VP/Affiliate Relations;
TYPE OF SERVICE:
Shopping
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Electronic discount retailer that broadcasts live, nationwide, 24 hours a day, from Tampa,Fla.
SATELLITE: Galaxy III/8
SUBSCRIBER INFORMATION:
Affiliates: 1,413
As of: 2/1/89
Subscribers: 16,074,191

HSN2-Home Shopping Network 2
(813) 572-8585

PO Box 9090
Clearwater, FL 34618-9090
PARENT COMPANY:
Home Shopping Network, Inc.
St. Petersburg, FL 33716
PERSONNEL: Roy M. Speer, Chairman/CEO; Lowell W. Paxson, President; Les Wandler, CFO; Bill Doler, Senior VP/Marketing; Frank Strangis, VP/Cable Marketing; Scott B. Campbell, VP/Affiliate Relations; Wendy Sikora, Cable Marketing Director; Cynthia Spano, Cable Marketing Manager
TYPE OF SERVICE:
Shopping
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Electronic retailer that broadcasts live, nationwide, 24 hours a day, from Tampa, Fla.
SATELLITE: Satcom IIIR/22
SUBSCRIBER INFORMATION:
Affiliates: 322
As of: 2/1/89
Subscribers: 6,000,000

QVC NETWORK

QVC Network
(215) 430-1000

Goshen Corporate Park
West Chester, PA 19380
PERSONNEL: Joseph Segel, Chairman/CEO; Michael Boyd, Senior Executive VP/COO; Bruce Sellers, Executive VP/Affiliate Rel.; Douglas S. Briggs, Executive VP/Sales; Kenneth C. Eich, Executive VP/CFO; Ronald Giles, Executive VP/Broadcasting; Keith Halford, Executive VP/New Business Dev.; George Nice, Director/Marketing Services;
TYPE OF SERVICE:
Shopping
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Segmented video shopping plus extensive viewer games and sweepstakes.
SATELLITE: Satcom IIIR/8
SUBSCRIBER INFORMATION:
Affiliates: 1,050
As of: 2/1/89
Subscribers: 13,700,000

STN

Shop Television Network
(213) 871-8380

5842 Sunset Blvd.
Hollywood, CA 90028

PARENT COMPANY:
STN/JC Penney Co.
Hollywood, CA 90028
PERSONNEL: Michael Rosen, President/CEO; John Cotter, CFO; Joseph Naughton, Executive VP/COO; Gary Smith, Executive Producer; Rene Aiu, VP/Marketing; Sue Cantor, Advertising Manager;
REGIONAL OFFICES: Jackie Bradley, STN, 501 Archdale Drive, Suite 127, Charlotte, NC 28217 (704) 525-1551.
TYPE OF SERVICE:
Shopping
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: 30 minute themed programming, i.e., apparel, jewelry, cooking, electronics and household appliances. Hosted by Pat Boone, Juliet Prowse and celebrity experts.
SATELLITE: Satcom IIIR/5
SUBSCRIBER INFORMATION:
Affiliates: 250
As of: 01/01/89
Subscribers: 5,100,000

Pay-Per-View Networks

Cable Video Store
(215) 674-4800

WATS(National) . . . .(800) 523-6678
2200 Byberry Rd.
Hatboro, PA 19040
PARENT COMPANY:
General Instrument/Jerrold Div.
Hatboro, PA 19040
PERSONNEL: Hal Krisbergh, President; Susan Greene, VP/General Manager; Ken Nimmer, VP/Programming; Jeremy Rosenberg, Director/Operations; Bonnie Bratby, Mgr./Advertising & Promotions; Barry Pressman, VP/General Manager; Dale Lister, Mgr./Affiliate Relations-N & E; Jan Ratts, Mgr./Affiliate Relations-South; Donna Stone, Mgr./Affiliate Relations-West; Dana Ainsworth, Mgr./Programming;
REGIONAL OFFICES: Western Regional Office: 7100 E. Belleview, Suite 101, Englewood, CO 80111 (303)740-6118, Donna Stone; Southern Regional Office: 703 Summer Woods, Maulden, SC (803) 297-9588, Jan Ratts.
PROGRAM HOURS: 24 hours daily
PROGRAM FORMAT: 30-40 titles offered monthly. Top hits, pluschildren's favorites, lifestyle videos and 'how-to' specials. Special events such as wrestling and boxing are also offered
SATELLITE: Galaxy III/5
SUBSCRIBER INFORMATION:
Affiliates: 82
As of: 2/1/89
Subscribers: 1,000,000
Price/sub: varies

Playboy On Demand
(213) 659-4080

8560 Sunset Blvd.
Los Angeles, CA 90069
PARENT COMPANY:
Playboy Enterprises Inc.
Chicago, IL 60611
PERSONNEL: Que Spaulding, President/Playboy Prog. Dist.; Michael Fleming, Vice President;
REGIONAL OFFICES: Western Region: Michael Feinner/Regional Vice President, 8650 Sunset Blvd., Los Angeles, CA 90060, (213) 659-4080; Central Region: Brian Quirk/Regional Vice President, 919 N. Michigan Ave., Chicago, IL 60611, (312) 751-8000; Eastern Region: Jack Matthews/Regional Vice President, 1400 Lake Hearn Drive, Suite 325, Atlanta, GA 30319, (404) 843-5780.
PROGRAM HOURS: 8pm-4am daily
PROGRAM FORMAT: Playboy Channel programming on a pay-per-night or pay-per-weekend basis. Sophisticated adult-oriented programs.
SATELLITE: Satcom IV/24
SUBSCRIBER INFORMATION:
Affiliates: 44
As of: 11/01/88
Subscribers: 1,500,000

Request Television
(212) 984-5900

140 E. 45th St.
40th Floor
New York, NY 10017
PARENT COMPANY:
Reiss Media Enterprises, Inc.
New York, NY 10017
PERSONNEL: Jeffrey Reiss, Chairman/CEO; Leonard Fertig, President, Reiss Mediz Development; James Ganley, President, Reiss Media Distribution; Bruce Karpas, President, Reiss Media Productions; Craig Wilson, VP/Sales, Marketing & Prog.;
REGIONAL OFFICES: 211 Perimeter Center Parkway NE, Suite 1070, Atlanta, GA 30346 (404) 392-9860, Carter Maguire; 1701 East Woodfield Road, Suite 421, Schaumberg, IL 60173 (312) 884-1390, Ronald Norberg; 10100 Santa Monica Blvd., Suite 470, Los Angeles, CA 90067 (213) 557-9828, Greg DePrez.
PROGRAM HOURS: 20 hours daily
PROGRAM FORMAT: National satellite-delivered pay-per-view cable service offering two channels of programming. Channel 1 offers an avarage of 10 titles per month/Channel 2 offers an avarage of 15 titles. Hit films over both channels. Special events at selected times.
SATELLITE: Satcom IIIR/19-Satcom IIIR/24
SUBSCRIBER INFORMATION:
Affiliates: 200
As of: 12/01/88
Subscribers: 4,000,000

Tuxxedo Network
(212) 696-1221

WATS(National) . . . .(800) 635-9364
419 Park Avenue South
New York, NY 10016
PARENT COMPANY:
Home Dish Satellite Networks
New York, NY 10016
PERSONNEL: Paul Klein, President; Jeffrey Younger, Executive VP; Robert Kramer, CFO; Collette Connor, VP/Advertising & Promotion; Gibi Brown, VP/Sales & Affiliate Relations; John Amero, Assoc. Dir./Adv. & Promotions; Michael Kashmer, Executive VP;
TYPE OF SERVICE:
Pay-Per-View
PROGRAM HOURS: 7:30pm-6am daily (EST)
PROGRAM FORMAT: Adult films. Available subscription, PPV or pay-per-night.

SATELLITE: Galaxy II/10
SUBSCRIBER INFORMATION:
Affiliates: 13
As of: 01/18/89
Subscribers: 41,000
Price/sub: varies

Viewer's Choice
(212) 468-6600

800 Third Ave.
New York, NY 10022
PARENT COMPANY:
Pay Per View Network, Inc.
New York, NY 10022
PERSONNEL: James Heyworth, President/CEO; James English, VP/Programming; Robert Bedell, VP/Marketing & Sales; Sharon Portin, VP/Sales & Affiliate Relations; William Futera, VP/Finance; Sharon Sidello, Director/Event Marketing; Cheryl Simon, VP/Programming; Lori Cohen, Regional Director (Northeast);
REGIONAL OFFICES: 1888 Century Park East, Suite 830, Century City, CA 90067 (213) 785-9094, Mark Landon, Regional Director (West).
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Two pay-per-view channels of Hollywood films and important events.
SATELLITE: Galaxy III/16 & 21
SUBSCRIBER INFORMATION:
Affiliates: 200
As of: 12/01/88
Subscribers: 8,000,000

Zap Movies
(213)-556-5650

WATS(National) . . .(800) TELSTAR
2029 Century Park East
Suite 2500
Los Angeles, CA 90067
PARENT COMPANY:
Satellite Corp. of America
Los Angeles, CA 90067
PERSONNEL: Gerry Jordan, VP/Programming; Anne Droste, Director/Affiliate Relations; Gary Hamner, Mgr./Programming & Publications;
REGIONAL OFFICES: New York: (212) 838-3377, Carl Sambus.
PROGRAM HOURS: 1pm-1am daily
PROGRAM FORMAT: Multi-channel satellite delivered pay-per-view service featuring 12 to 18 movies per month.
SATELLITE: Spacenet II/1,3,11 & 23
SUBSCRIBER INFORMATION:
Affiliates: 7
As of: 01/05/89
Subscribers: 160,000

PPV Suppliers

Atlantic Releasing Corp.
(213) 650-2500

8255 Sunset Blvd.
Los Angeles, CA 90046

Choice Entertainment
(213) 530-2217

2790 Skypark Dr.
Suite 213
Torrence, CA 90505
PARENT COMPANY:
Kulis & Kulis Comm. Inc.
Torrance, CA 90505
PERSONNEL: Richard Kulis, Chairman/CEO; Judith Kulis, VP/Marketing; Matt Helreich, Director/Publicity; Norman Henry, Director/Sports Operations;

Columbia Pictures Pay TV
(818) 954-1080

4000 W. Alameda
Suite 450
Burbank, CA 91505
PERSONNEL: Dennis Woods, Director/Pay TV;

Crown International
(213) 657-6700

8701 Wilshire Blvd.
Beverly Hills, CA 90211
PERSONNEL: Mark Tenser, President/CEO; Alberto Giles, Executive Vice President; James Boyd, VP/Finance & Admin.; Scott Schwimer, VP/Business Affairs; Herb Fletcher, VP/Foreign Sales; Lynette Prucha, VP/Home Video & Pay TV; David Baughn, VP/General Sales Manager; John Calhoun, VP/Advertising & Publicity;

HBO Enterprises
(212) 512-1511

1100 Avenue of the Americas
New York, NY 10036
PERSONNEL: Andrea Graff-McBurnett, Director/HBO Enterprises;

MGM/UA Telecommunications
(213) 280-6276

10000 W. Washington Blvd.
Culver City, CA 90232
PERSONNEL: Bill Lee, Manager/Pay-Per-View;

New Century/Vista
(213) 201-0506

1875 Century Park East
Suite 200
Los Angeles, CA 90067

Orion Pictures Corp.
(212) 715-1106

711 Fifth Avenue
6th Floor
New York, NY 10022
PERSONNEL: Larry Hilford, Chairman/Orion Home Ent. Corp.;

Paramount Pictures Corp.
(213) 468-4478

5555 Melrose Ave.
Los Angeles, CA 90038

Samuel Goldwyn Company
(213) 284-9220

10203 Santa Monica Blvd.
Los Angeles, CA 90067
PERSONNEL: Jeri Sacks, VP/Cable & Ancillary Sales;

Skouras Pictures, Inc.
(213) 467-3000

1040 N. Las Palmas Ave.
Hollywood, CA 90038
PERSONNEL: Nicloa Dantine, Dir/ Ancillary Sales & Oper.;

Tri-Star Pictures
(818) 954-1080

4000 W. Alameda
Suite 450
Burbank, CA 91505
PERSONNEL: Dennis Woods, Director/ Pay TV;

Twentieth Century Fox Pay TV
(213) 203-1417

PO Box 900
Beverly Hills, CA 90213
PERSONNEL: Kathy Liddy, Manager/ Domestic Pay TV;

Universal Pay Television
(818) 777-4317

70 Universal City Plaza
Universal City, CA 91605
PERSONNEL: Jerry Hartman, VP/ Sales & Marketing;

Vestron Television
(203) 978-5400

1010 Washington Blvd.
PO Box 10382
Stamford, CT 06901
PERSONNEL: David Armstrong, VP/ Sales;

Walt Disney TV-Touchstone Pict.
(818) 560-6558

500 S. Buena Vista St.
Burbank, CA 91521
PERSONNEL: Wendy Ferren, Director/ Pay Television;

Warner Bros. Pay TV
(212) 484-8000

75 Rockefeller Plaza
13th Floor
New York, NY 10019
PARENT COMPANY:
Warner Communications, Inc.
New York, NY 10019
PERSONNEL: Edward Bleier, President; Stanley Solson, VP/Sales & Administration; Eric Frankel, VP/ Marketing; J.T. Shadoan, Director/ Financial Affairs; Margaret Jelcich, Director/Client Services; Anthony Cochi, Manager/Accounting & Data Services; Charlotte Mulford Marlis, Manager/ Research & Admin.; Jeffrey Bernstein, Marketing Manager Sales & Administration; Barry Marx, Manager/ Advertising & Promo.;

Announced Services

ACTV
(212) 262-2570

1270 Avenue of the Americas
Suite 2401
New York, NY 10020
PARENT COMPANY:
ACTV Inc.
New York, NY 10020
PERSONNEL: Michael Freeman, President; Leonard Schaier, Vice President; Diana Gagnon, Director/ New Business Dev.; David Regal, Director/Programming; Steven Georgeou, Director/Marketing;
PROGRAM HOURS: 4 to 6 hours per day
PROGRAM FORMAT: Interactive cable service featuring personalized workout programs, children's shows, game shows, talk shows and sports.
PREMIERE: 4th Quarter 1989

ATV: Advertising Television
(201) 857-3500

420 Pompton Ave.
Cedar Grove, NJ 07009
PARENT COMPANY:
Web Broadcasting Systems, Inc.
Cedar Grove, NJ 07009
PERSONNEL: Paul Salerno, President/ CEO; Tom Collins, Vice President;
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: All advertising basic network featuring themed hours, such as auto, fashion, travel, computer, beauty, etc. The hours will consist of 5 and 10 minute 'infomercials' (informational long-form commercials) produced by national sponsors.
PREMIERE: TBA

CD/8: The Digital Music Network
(212) 983-3300

342 Madison Ave.
Suite 505
New York, NY 10173
PARENT COMPANY:
International Cablecasting Tech
342 Madison Ave., Suite 505
New York, NY 10173
PERSONNEL: Jerold H. Rubinstein, Chairman; W. Thomas Oliver, President/ COO; Thomas E. Shemo, VP Marketing/ Consumer Tech.; Molly W. Seagrave, VP/Public Relations
TYPE OF SERVICE:
Pay/Audio Services
Announced
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: To be announced.
PREMIERE: 6/89

Career Channel Network
(415) 326-8000

PO Box 536
Menlo Park, CA 94026
PARENT COMPANY:
The Keegan Group
Menlo Park, CA 94026
PERSONNEL: Dr. R. Peter Keegan, Chairman/CEO; Roland Hier, COO; J. Walter Keegan, VP/Marketing; Ewai Chan, Affiliate Relations; John Ralston, Affiliate Sales;
REGIONAL OFFICES: Soon to have offices in Denver and New York.
TYPE OF SERVICE:
Basic/Announced
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: National and regional career news and information service.
PREMIERE: 10/89

ADVERTISING:
Local Advertising Available
16 minutes per hour

Computer Channel, The
(213) 273-4411

1550 Centinela Ave.
Suite 210
Los Angeles, CA 90025
PARENT COMPANY:
Computer Channel Corp.
Los Angeles, CA 90026
PERSONNEL: Alan Backus, President; David Bierardo, Vice President; Jan Gildersleeve, Vice President; Scott Blum, Director/Marketing;
TYPE OF SERVICE:
Computer
Announced
PROGRAM HOURS: 24 hours daily
PROGRAM FORMAT: Home computer software 20 to 40 regularly changing computer games, educational and business selections.
PREMIERE: 5/89
ADVERTISING:
Local Advertising Available
none
% of software sales

Consumer Classified Advertising Network
(714) 548-3348

4831 Lido Dr.
Newport Beach, CA 92663
PARENT COMPANY:
Newport Advertising Network
4831 Lido Dr.
Newport Beach, CA 92663
PERSONNEL: J. Laurence Poudrier, President
TYPE OF SERVICE:
Text/Announced
PROGRAM HOURS: 24 hours
PROGAM HOURS: 24 hours
PROGRAM FORMAT: Classified advertising, trivia quizzes, contests and general information.
PREMIERE: 3/89
SUBSCRIBER INFORMATION:
Affiliates: 3
As of: 2/1/89
Subscribers: 200,000

Digital Radio Channel, The
(213) 513-1630

PO Box 1256
Carson, CA 90717
PARENT COMPANY:
Digital Radio Labs
Carson, CA 90717
PERSONNEL: Doug Talley, Chairman; Norm Hogarth, President; Paul Robert, Operations
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Sixteen channels of digital music, commercial free, 24 hours a day.
PREMIERE: 4th Quarter 1989

Digital Cable Radio
(215) 674-4800

WATS(National) . . . .(800) 523-6678
2200 Byberry Road
Hatboro, PA 19040
PARENT COMPANY:
Jerrold/General Instrument
Hatboro, PA 19040
TYPE OF SERVICE:
Pay/Audio Services
Announced
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Sixteen channels of digital music.

Kids Information Network
(714) 998-0573

WATS(National) . . .(800) KIDS-TV2
6201 Sunset Blvd. Suite 30
Hollywood, CA 90028
PERSONNEL: Jay Eckstein, Chairman; Harriet Aratin, Vice President;
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Cable network dedicated to finding missing children and adults. Also, follow up stories, reunions and parent guidance features on child safety with local authorities and celebrities.
SATELLITE: TBA
PREMIERE: 2nd Quarter 1989

Landscape Channel, The
44-1-620-2220

194 Union St.
London SE1-OLH, ENGLAND
PERSONNEL: Nick Austin, Chairman; Mike Appleton, Managing Director;
REGIONAL OFFICES: Los Angeles: Mike Hoppe (213) 935-0305.
PROGRAM FORMAT: World-wide home shopping and music channel showing breathtaking, beautiful images of the world's wonders.
PREMIERE: 10/89
SATELLITE: TBA

Laugh TV
(918) 747-6000

PO Box 52331
Tulsa, OK 74152
PERSONNEL: Alan Spooner, President
REGIONAL OFFICES: 18502 Mayhall St., Northridge, CA 91324 (818) 886-7120; other offices soon to open in Chicago, Dallas and New York.
TYPE OF SERVICE: Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Comedy, featuring videos, stand-up performances tapes around the country, sketches and special.
PREMIERE: 2nd or 3rd Quarter 1989

Interactive Game Network
(415) 322-8066

1000 El Camino Real
Suite 230
Menlo Park, CA 94025
PERSONNEL: David Lockton, President/CEO; John Lockton, Chairman; Dr. Robert Brown, VP/Engineering; Kevin Randolph, VP/Marketing;
PROGRAM HOURS: to be announced
PROGRAM FORMAT: Interactive
PREMIERE: 4th Quarter 1989

Main Street
(203) 965-4302

GTE One Stamford Forum
Stamford, CT 06904
PARENT COMPANY:
GTE
Stamford, CT 06904
PERSONNEL: Rob Mechaley, Manager/Cable Relations;
PROGRAM HOURS: 24 hours daily
PROGRAM FORMAT: Consumer interactive programming including shopping, travel, entertainment, and financial services.
PREMIERE: 2nd Quarter 1989
ADVERTISING:
Local Advertising Available

MEN-Maximum Entertainment Net.
(213) 556-2450

1901 Avenue of the Stars
Suite 1774
Los Angeles, CA 90067

PARENT COMPANY:
Full Circle Entertainment
Los Angeles, CA 90067
PERSONNEL: Ron Harris, Chairman; Jami Allen, President; Robert Carmer, Senior VP/CFO; Leslie Mandel, Senior VP; Tex Fuller, VP/Programming; Larry Gitlin, VP/Production
TYPE OF SERVICE:
Pay/Announced
PROGRAM HOURS: 6pm-2am daily
PROGRAM FORMAT: All original programming geared for men, featuring documentaries, drama, action, adventure, finance, science and technology.
PREMIERE: 9/89
SATELLITE: TBA

Music-Image Channel
(415) 326-8000

PO Box 9600
Palo Alto, CA 94309
PARENT COMPANY:
The Keegan Group
Menlo Park, CA 94026
PERSONNEL: Peter Keegan, Chairman/CEO; J.M. Keegan, President/COO; Drew Youngs, President/A&R Div.;
TYPE OF SERVICE:
Basic/Shopping/
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: All instrumental music programming service in stereo accompanied by beautiful visual images of nature, art, the worlds wonders, and people. Also a shopping channel offering the music and visual product.
PREMIERE: 11/89
SUBSCRIBER INFORMATION:
Price/sub: $.05 per sub

Spanish TV News Network
(809) 345-0215

GPO Box 2556
San Juan, PR 00936
PERSONNEL: Claraines Valenzuela, VP/Programming & Production
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: News, sports, special reports and expanded coverage of Latin American/Hispanic America affairs
PREMIERE: 5/89

Talk Television
(203) 762-2277

351 Nod Hill Road
Wilton, CT 06897
PERSONNEL: Paul Fitzpatrick, President; Barbara Ruger, Executive Vice President; Frank Bolger, Vice President;
REGIONAL OFFICES: Washington DC (301) 983-4291.
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: All talk-show featuring a broad variety of issues.
PREMIERE: 7/89
ADVERTISING:
Local Advertising Available
3 minutes per hour

AP/News Plus
(202) 955-7200

WATS(National) . . . .(800) 821-4747
1825 K Street NW
Washington, DC 20006
PARENT COMPANY:
Associated Press/Tribune Media
New York, NY 10020
PERSONNEL: James Williams III, Director/Broadcasting; Louis Boccardi, President; Greg Groce, Director/Cable Television;
REGIONAL OFFICES: John Strachman, National Cable Executive, 1825 K St. NW, Washington, DC 20006 (202) 955-7200; J. Susan Burgstiner, National Cable Executive, 1444 Wazee Street, #130, Denver, CO 80202 (303) 825-0123; Jerry Ostertag, National Cable Executive, 215 West Pershing St., Kansas City, MO 64108 (816) 421-6725; One CNN Center, South Tower, Suite 500, Atlanta, GA 30303 (404) 522-8971.
TYPE OF SERVICE:
Text/Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Continuously updated world and national news summaries, weather, sports, business and financial reports.
SATELLITE: Westar IV/6-GTE Spacenet III-R
ADVERTISING:
Local Advertising Available
2 minutes per hour

AP/Business Plus
(202) 955-7200

1825 K Street NW
Washington, DC 20006
PARENT COMPANY:
Associated Press/Tribune Media
New York, NY 10020
PERSONNEL: James Williams III, Director/Broadcasting; Louis Boccardi, President; Greg Groce, Director/Cable Television;
REGIONAL OFFICES: John A. Strachman, National Cable Executive, 1825 K St. NW, Washington, DC 20006 (202) 955-7200; J. Susan Burgstiner, National Cable Executive, 1444 Wazee Street, #130, Denver, CO 80202 (303) 825-0123; Jerry Ostertag, National Cable Executive, 215 West Pershing St., Kansas City, MO 64108 (816) 421-6725; One CNN Center, South Tower, Suite 500, Atlanta, GA 30303 (404) 522-8971.
TYPE OF SERVICE:
Basic/Text
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: International business news, providing hourly Dow Jones averages, 15-minute delayed quotes direct from the NYSE, currency rates, dollar market reports, investor briefs, NASDAQ, American Stock Exchange and Standard and Poor's reports.
SATELLITE: Westar IV/6-GTE Spacenet III-R
ADVERTISING:
Local Advertising Available
2 minutes per hour

AP/Sports Plus
(202) 955-7200

WATS(National) . . . .(800) 821-4747
1825 K Street NW
Washington, DC 20006
PARENT COMPANY:
Associated Press/Tribune Media
New York, NY 10020
PERSONNEL: James Williams III, Director/Broadcasting; Louis Boccardi, President; Greg Groce, Director/Cable Television;
REGIONAL OFFICES: John A. Strachman, National Cable Executive, 1825 K St. NW, Washington, DC 20006 (202) 955-7200; J. Susan Burgstiner, National Cable Executive, 1444 Wazee Street, #130, Denver, CO 80202 (303) 825-0123; Jerry Ostertag, National Cable Executive, 215 West Pershing St., Kansas City, MO 64108 (816) 421-6725; One CNN Center, South Tower, Suite 500, Atlanta, GA 30303 (404) 522-8971.
TYPE OF SERVICE:
Basic/Text
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Delivering the latest scores, schedules, game highlights, sports stories, standings and statistics-

as well as point spreads, player transactions, injury reports, sports trivia contests and contest roundups.
SATELLITE: Westar IV/6-GTE Spacenet III-R
ADVERTISING:
Local Advertising Available
2 minutes per hour

Cable SportsTracker
(918) 665-6690

WATS(National) . . . .(800) 331-4806
3801 South Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
Tulsa, OK 74145
PERSONNEL: Joe Batson, VP/General Manager; Virgle Smith, VP/Sales & Affiliate Relations; W. Chris Bourne, VP/Marketing & Operations; Joseph Rhees, Ad Sales Director; Mary Prodger, Director/Programming;
TYPE OF SERVICE:
Basic/Text
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Sports information service providing up-to-the-minute sports scores, news and schedules for football, baseball, basketball, hockey, horse racing and other sporting events.
SATELLITE: Galaxy I/3
SUBSCRIBER INFORMATION:
Affiliates: 46
As of: 12/31/88
Subscribers: 1,108,745
ADVERTISING:
Local Advertising Available
2 minutes per hour

EPG-Electronic Prog. Guide
(918) 665-6690

WATS(National) . . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
Tulsa, OK 74145
PERSONNEL: Joe Batson, VP/General Manager; Virgle Smith, VP/Sales & Affiliate Relations; W. Chris Bourne, VP/Marketing & Operations; Joseph Rhees, Ad Sales Director; Mary Prodger, Director/Programming;
TYPE OF SERVICE:
Basic/Text
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: System-specific program guide offering accurate program listings for basic, pay and pay-per-view.
SATELLITE: Galaxy I/3
SUBSCRIBER INFORMATION:
Affiliates: 280
As of: 2/1/89
Subscribers: 6,800,800
ADVERTISING:
Local Advertising Available

EPG Jr.-Electronic Prog. Guide
(918) 665-6690

WATS(National) . . . .(800) 331-4806
3801 S. Sheridan
Tulsa, OK 74145
PARENT COMPANY:
United Video Inc.
Tulsa, OK 74145
PERSONNEL: Joe D. Batson, VP/General Manager; Virgle Smith, VP/Sales & Affiliate Relations; W. Chris Bourne, VP/Marketing & Operations; Joseph Rhees, Ad Sales Director; Mary Prodger, Director/Programming;
TYPE OF SERVICE:
Basic/Test
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: System-specific scrolling guide for small cable systems offering program information for basic and pay services.
SATELLITE: Galaxy I/3
SUBSCRIBER INFORMATION:
Affiliates: 330
As of: 2/1/89
Subscribers: 330,000
Price/sub: $.10 per sub/month
ADVERTISING:
Local Advertising Available

Genesis StoryTime
(204) 586-5457

240 Pritchard Ave.
Winnepeg, Manitoba, R2W-2J1
PERSONNEL: Gregory Stetski, Sales Manager;
TYPE OF SERVICE:
Basic/Text
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Storybooks with pictures and text using computer graphics.
SATELLITE: Satcom III-R/3
SUBSCRIBER INFORMATION:
Affiliates: 40
As of: 01/01/89
Subscribers: 2,000,010
Price/sub: none

Holiday TV Network
(301) 997-1056

5438 Thunder Hill Rd.
Columbia, MD 21045
PERSONNEL: Martin Lazar, President
TYPE OF SERVICE:
Basic
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: TBA
PREMIERE: 1989

Hotel PPV

COMSAT Video Enterprises, Inc.®

Comsat Video Enterprises
(301) 428-7812

2230 Comsat Dr.
Clarksburg, MD 20871
PERSONNEL: Pat Bohana, Cable Ventures Director; Debra Schlundt, Marketing Support Specialist
PROGRAM HOURS: 1pm-6am ET daily
PROGRAM FORMAT: Three in-hotel channels—two first-run movie services plus a late-night entertainment channel
SATELLITE: SBS III
SUBSCRIBER INFORMATIOIN:
Affiliates: NA
As of: 2/1/89
Locations: 300,000 rooms/1,600 sites

Guest Cinema
(212) 984-5900

140 E. 45th St.
40th Floor
New York, NY 10017
PARENT COMPANY:
Reiss Media Enterprises, Inc.
New York, NY 10017
PERSONNEL: Jeffrey C. Reiss, Chairman/CEO; Leonard M. Fertig, Executive VP/CFO; Bruce T. Karpas, Senior VP/General Counsel; Lori Sherman, Director/Business Development;
REGIONAL OFFICES: 211 Perimeter Center Parkway NE, Suite 1070, Atlanta, GA 30346 (404) 392-9860, Carter Maguire; 1701 East Woodfield Road, Suite 421, Schaumberg, IL 60173 (312) 884-1390, Ronald Norberg; 10100 Santa Monica Blvd., Suite 470, Los Angeles, CA 90067 (213) 557-9828, Greg DePrez.
PROGRAM HOURS: 22 hours
PROGRAM FORMAT: Four channels—two combo hit movies/adult entertainment, two Request TV channels with movies & special events.
SATELLITE: Satcom III-R/4 & Satcom IV/18
SUBSCRIBER INFORMATION:
Affiliates: N.A.
As of: 2/1/89
Locations: N.A.

Cross-Channel Promotional Services

NuSTAR

NuStar
(215) 692-5900

1332 Enterprise Dr.
West Chester, PAQ 19380
PERSONNEL: Wayne Bullock, President; Douglas Dexter, VP/Operations; William Baker, VP/Affiliate Sales; Peter Mondics, VP/Network Sales
TYPE OF SERVICE:
Satellite-delivered cross-channel promotion
PROGRAM HOURS: 7am-2am
PROGRAM FORMAT: Daily time-specific promos inserted into 16 basic services
SATELLITE: Galaxy III/12
SUBSCRIBER INFORMATION:
Affiliates: 400
As of: 2/1/89
Subscribers: 6,000,000

Prime Time TONIGHT℠

Prime Time Tonight
(404) 333-3540

2600 Cumberland Pkwy.
Atlanta, GA 30339
PERSONNEL: James Humphreys Jr., General Manager; Mariane Leonard, Sales Assistant; Mike Chamlee, Production Coordinator
TYPE OF SERVICE: Tune-in information/cross-channel promotion
PROGRAM HOURS: 6:57 pm-10:27pm weeknights
PROGRAM FORMAT: Eight three-minute programs highlighting various cable productios, inserted as part of The Weather Channel at 27 and 57 minutes after the hour.
SATELLITE: Galaxy III/13
SUBSCRIBER INFORMATION:
Will launch late summer 1989

Computer Services

Data Broadcasting Corporation
(703) 790-3570

WATS(National) . . . .(800) 777-3334
8300 Old Courthouse Road
Vienna, VA 22180
PARENT COMPANY:
Financial News Network
New York, NY 10022
PERSONNEL: Joseph Taussig, President; Scott Dinsdale, VP/Technology; Cathy Flynn, VP/Marketing; Pat Grotto, VP/Sales;
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Stock quotations and financial information delivered to personal computers over blanking intervals of FNN.
SATELLITE: Satcom IIIR
SUBSCRIBER INFORMATION:
Affiliates: 462
As of: 2/1/89
Subscribers: N.A.

X*PRESS Info. Servi[illegible], Ltd.
(303) 721-1062

4643 S. Ulster
Suite 340
Denver, CO 80237
PARENT COMPANY:
TCI
Denver, CO 80237
PERSONNEL: Gerald Bennington, President; John Eaton, VP/Finance; George Backer, VP/Technical Operations; Susan Gunn, VP/Consumer Marketing & Comm.; Gary Clark, VP/Finance;
TYPE OF SERVICE:
Basic/Computer
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Computer information service.
SATELLITE: Galaxy I/7, 8 & 19
SUBSCRIBER INFORMATION:
Affiliates: 527
As of: 11/01/88
Subscribers: 14,000

Interactive Services

TELACTION®
Shopping at the speed of life.

Telaction Corp.
(312) 240-4000

1750 E. Golf Road
#1000
Schaumburg, IL 60173
PARENT COMPANY:
J.C. Penney Co.
Dallas, TX 55240
PERSONNEL: Stuart MacIntire, President; Edward Merlis, President/Cable Affiliate Div.; Steve Peterson, Senior VP/Marketing; Wayne Miller, VP/Corporate Development; Gerald Schaefer, VP/Corporate Operations; William Wollett, VP/Human Resources; Ben Allen, VP/Finance; Kathleen Kanehann, Director/Advertising & PR; Mary Dale Walters, Public Relations Director
TYPE OF SERVICE:
Shopping Network
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Interactive shopping network.
SUBSCRIBER INFORMATION:
Affiliates: 4
As of: 12/07/88
Subscribers: 30,000
ADVERTISING:
Local Advertising Available

Video Jukebox Network
(305) 573-6122

WATS(National) . . .(800) USA-JUKE
3550 Biscayne Blvd.
Suite 711
Miami, FL 33137
PARENT COMPANY:
Video Jukebox Network, Inc.
Miami, FL 33137
PERSONNEL: Andrew Orgel, President/CEO; William Stacy, Executive VP; Morris Clark, VP/Operations; Michael Paul, VP/Engineering; John Robson, Director/Corporate Comm.; Cheryl Greene, VP/Affiliate Relations;
TYPE OF SERVICE:
Non-Satellite Fed National Interactive Programming
PROGRAM HOURS: 24 hours
PROGRAM FORMAT: Interactive music video service.
SUBSCRIBER INFORMATION:
Affiliates: 10
As of: 2/1/89
Subscribers: 340,000

uity Associates represented McDonald.

• **Sierra Telecommunications** has shifted its surburan Reno, Nev., systems to Tele-Communications Inc. The system covers 3,200 households in Cold Springs, Callahan Ranch, Galena Forest, Mogul, Spanish Springs and Verdi. Sierra, represented in the agreement by Coaxial Capital, is owned by Wander Telecommunications of San Francisco.

• **Bresnan Communications** has purchased Star Cablevision's 1,800 subscriber system in Manistique, Mich. Bresnan will operate the system from its Escanaba, Mich., office. Financial terms were not disclosed.

QUARTERLY EARNINGS CHART

Dollar amount in thousands

Company (Quarter/Fiscal Year)	Revenues	%Change	Operating Profit	%Change	Net Income	%Change
Phoenix American (2nd/89)	$ 10,210	33.4	$ N.A.	N.A.	$ 1,687	34
QVC Network (4th/88)	67,544	48	4,254	52.3	4,254	83.8
Scripps Howard (4th/88)	79,480	14.6	22,358	36.6	8,248	31.4
Times Mirror (4th/88)	925,149	6.9	171,236	7.6	159,862	57.3
Viacom (4th/88)	355,367	34	66,903	105	- 26,051	46.7
Washington Post (4th/88)	370,757	1.6	51,563	-48.6	36,933	-74.4
Zenith Electronics (4th/88)	840,700	18.4	34,600	52.3	20,400	76.9

Contracts/Orders

• **Turner Broadcasting** and **Home Box Office** have contracted in principle with Hughes Communications for transponders on C-band Galaxy satellites that will be launched in the early 1990s. The transponders will be used as replacements for current satellite space, with Turner and HBO going forward with the plan under a joint venture. Space will be retained on Galaxy V, scheduled to lift off in early 1992, and Galaxy I-R, set for mid-1993 operation. Galaxy V will carry CNN, HBO's East Coast feed, Headline News and TNT, while Galaxy I-R will transmit various HBO and Cinemax feeds and a possible TNT feed for the West Coast. The agreement, still to be approved by the HBO, Hughes and TBS boards, is worth about $60 million and could go up to $100 million in the long run if either HBO or TBS need additional Galaxy transponders for new serv-

SOLD

February, 1989

FIRST CABLE AND LAND CORPORATION

has sold its cable television assets serving portions of Polk and Hickory County, Missouri to

ENSTAR CABLE OF CUMBERLAND VALLEY

The undersigned represented First Cable and Land Corporation in this transaction.

Hardesty, Puckett & Company

COMMUNICATIONS BROKERAGE AND INVESTMENT BANKING

SAN DIEGO OFFICE
1620 So. Diegueño Road
Bldg. 1, P.O. Box 9063
Rancho Santa Fe, CA 92067
(619) 756-4244

MIDWEST OFFICE
2947 Wanamaker Drive
Suite D
Topeka, KS 66614
(913) 273-0017

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, Pgs. 4, 30, 32, 34,

36, 40, 41, 52, 53, 58, 72